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RECRUITING TRENDS 1986-87

A Study of 761 Businesses, Industries, Governmental Agencies, and Educational Institutions Employing New College Graduates

by

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Summary of
RECRUITING TRENDS 1986-87
A Study of 761 Businesses, Industries,
Governmental Agencies, and
Educational Institutions Employing
New College Graduates

This is a summary of the sixteenth annual Recruiting Trends survey completed by Placement Services at Michigan State University. For this 1986-87 survey, a cross-section of employers from business, industry, government, and education were contacted; and responses were received from 761 organizations. The results of this survey include information regarding anticipated changes in hiring trends for new college graduates, expected starting salaries, campus recruiting activities, new recruitment techniques, and many other topics of interest to personnel directors, placement officers, career counselors, faculty, and students.

Of the respondents, 43.1% were industries and manufacturing, 32.3% businesses, 17.9% educational institutions, 4.7% governmental agencies and military services, and 2.0% conglomerates. (Pages 1-4, 79-86)

Organizations with 10,000 or more employees represent 11.4% of the respondents; those with five to ten thousand employees were 9.1% of the respondents; and organizations with a thousand to five thousand employees represent 28.3% of the respondents. Organizations with five hundred to a thousand employees were represented by 13.0% of the respondents; those with one hundred to four hundred ninety-nine employees by 24.5% of the respondents; and those with one to ninety-nine employees were represented by 13.8% of the respondents. (Pages 1-4)

Job Outlook for Graduates of 1986-87

During the 1986-87 recruiting season, surveyed employers expect to hire about 2.4% fewer bachelor's degree graduates than they hired during 1985-86. From these data, it is evident that surveyed employers are approaching this year's recruitment with caution, since they are anticipating a slight decrease from last year's job market for new college graduates. (Page 8)

For minorities, quotas are expected to increase 4.0% above last year's. These targets compare to an expected increase of 6.5% for 1985-86 and 10.2% in 1984-85. (Page 14)

For women graduates, quotas are 2.5% higher than last year. This compares to an increase of 4.7% in 1985-86 and 7.7% in 1984-85. (Page 14)

Master's quotas were expected to increase only slightly for 1986-87 (0.2%). For MBA and doctoral candidates, quotas were expected to decrease slightly, -0.2% and -0.1%, respectively. (Page 14)

Demand for Various Academic Majors

Although surveyed employers expect a decrease in hiring of 2.4% for all bachelor's degree graduates, demand for certain academic majors will increase, and demand for others will decrease. (Pages 15-16)

The greatest increases in demand will be experienced by majors in hotel, restaurant, and institutional management (2.9%); marketing/sales (2.1%); education (1.7%); electrical engineers (1.2%); retailing (0.9%); computer science (0.9%); accounting (0.8%); financial administration (0.8%); chemical engineers (0.7%); mathematics (0.7%); chemistry (0.6%); and telecommunication (0.6%).

Only slight increases in demand are expected for general business administration (0.4%); natural resources (0.3%); liberal arts/arts and letters (0.2%); communications (0.1%); industrial engineering (0.1%); and journalism (0.1%).

No change in the job market is expected for majors in personnel administration (0.0%) and social science (0.0%).

Decreases in demand are expected for majors in civil engineering (-0.1%); human ecology/home economics (-0.1%); agriculture (-0.1%); mechanical engineers (-0.3%); metallurgy materials science (-0.5%); physics (-1.0%); geology (-1.1%); and advertising (-1.4%).

Hiring Quotas

Hiring quotas for this year (1986-87) among 634 organizations expecting to hire new college graduates were a total 58,942. Among these same organizations last year, a total of 61,651 new college graduates were hired, thus a decrease of 2.4% in hiring quotas for this year. (Page 8)

This year, 103 of 761 organizations (13.5%) expect to hire no new college graduates, compared to 96 employers (12.6%) hiring no new graduates in 1985-86, 69 of 710 employers (9.7%) in 1984-85, and 80 of 658 organizations (12.2%) in 1983-84.

Size of Organization Influences Hiring Quotas

Quotas for large employers are down, while quotas for smaller organizations are up, according to surveyed employers. Those organization sizes with increases include employers with 500 to 999 employees (6.7%), employers with one thousand to 4,999 employees (5.4%), employers with one to 99 employees (2.7%), and employers with one hundred to 499 employees (2.3%). Decreases in quotas for this year versus last year were experienced by organizations with 5,000 to 9,999 employees (-1.5%); and 10,000 or more employees (-9.3%). (Pages 9-10)

Job Availability by Geographical Region

Different regions of the country are expected to vary in demand for new college graduates. Expected to increase in hiring quotas will be the northeastern region (9.8%) and the southeastern region (6.8%). All other regions of the country are expecting hiring quotas to decrease: northwestern region (-29.8%), southwestern region (-14.5%), southcentral region (-8.4%), and northcentral region (-3.8%). (Pages 10)

The greatest availability of employment opportunities for new college graduates during 1986-87 will be in the southwestern region of the United States, according to employers responding to this survey. The northeastern and southeastern regions were rated next best on the employers' list of top geographical regions for jobs. For the first time in several years, the southcentral region slipped from the employers' list of the top three regions; it is now in fifth place. (Pages 50-51)

The regions of the United States in order for best availability of jobs are southwestern, northeastern, southeastern, northcentral, southcentral, and northwestern.

Starting Salary Offers

Starting salary offers for bachelor's degree graduates will increase by 2.9% this year, according to employers responding to this survey. This compares to an increase of 1.8% predicted for last year. (Pages 21-25)

Starting salary offers for women and minorities will increase by an average of 2.9% and 3.0%, respectively. For MBA, master's and doctoral degree graduates, increases of 2.8%, 2.9%, and 2.5%, respectively, are anticipated.

Highest among anticipated increases for new graduates this year will be education majors (3.1%). Substantial starting salary increases are also expected for electrical engineers (2.6%); marketing/sales (2.5%); computer science (2.5%); accounting (2.5%); general business administration (2.3%); mathematics (2.2%); industrial engineers (2.2%); financial administration (2.2%); mechanical engineers (2.2%); chemistry (2.1%); personnel administration (2.0%); and physics (2.0%).

Moderate increases are anticipated for civil engineers (1.9%); social sciences (1.9%); chemical engineers (1.9%); liberal arts/arts and letters (1.9%); hotel, restaurant, and institutional management (1.8%); retailing (1.7%); advertising (1.7%); metallurgy materials science (1.6%); communications (1.6%); telecommunication (1.6%); human ecology/home economics (1.6%); geology (1.5%); journalism (1.4%); agriculture (1.4%); and natural resources (1.3%).

The average starting salary (all disciplines) for bachelor's degree graduates is expected to be $21,815; for MBAs/master's, $26,628; and for doctorates, $30,754.

Highest among expected starting salaries again this year are electrical engineering ($29,680), mechanical engineering ($29,636), chemical engineering ($29,254), metallurgy and materials science ($28,309), and computer science ($28,087).

Other starting salaries include industrial engineering ($27,643), civil engineering ($25,399), chemistry ($23,474), physics ($21,269), accounting ($21,037), marketing/sales ($20,809), mathematics ($20,804), financial administration ($20,517), general business administration ($19,643), agriculture ($19,293), personnel administration ($19,267), telecommunication ($18,730), advertising ($18,307), geology ($18,184), social science ($17,939), hotel, restaurant, institutional management ($17,899), education ($17,874), communications ($17,853), natural resources ($17,077), liberal arts/arts and letters ($16,975), retailing ($16,672), human ecology/home economics ($16,499), and journalism ($15,743).

Just a few employer categories are expecting to offer starting salary increases of 4.0% or more. These include accounting (5.0%); service and volunteer organizations (4.8%); and educational institutions (4.2%).

Starting salary increases in the range of 3.0% to 3.9% include construction and building materials manufacturers (3.5%); electronics and instruments (3.4%); banking, finance, and insurance (3.3%); food, beverage processing, and restaurants (3.0%); and public utilities including transportation (3.0%).

Increases of 2.0% to 2.9% are anticipated by chemicals, drugs, and allied products (2.9%); merchandising and retail services (2.8%); printing, publishing, and informational services (2.8%); diversified conglomerates (2.8%); governmental administration (2.6%); communication-radio, TV, and newspapers (2.4%); electrical machinery and equipment (2.3%); and hospitals and health services (2.1%).

Increases of 1.9% or less are expected from research and consulting services (1.9%); aerospace and components (1.9%); automotive and mechanical equipment (1.8%); petroleum and allied products (1.7%); hotels, motels, resorts, and recreational services (1.7%); military services (1.7%); metals and metal products (1.5%); glass, paper, packaging and allied products (1.0%); and tire and rubber products (1.0%).

No increases in starting salary offers are expected by agribusiness organizations (0.0%).

Starting salary offers for 1986-87 bachelor's degree graduates will also be influenced by geographical regions of the country, according to surveyed employers. The greatest starting salary increases are expected for the southeastern region (3.5%), northcentral region (3.1%), southcentral region (3.1%), and southwestern region (3.1%). Moderate increases are expected in the northeastern region (2.3%). The smallest increases are expected in the northwestern region (1.8%).

Employer size will be another influence on starting salaries. The greatest increases are expected by employers with one hundred to 499 employees (3.5%) and employers with five hundred to 999 employees (3.1%). Next on the list were employers with one thousand to 4,999 employees (2.8%), five thousand to 9,999 employees (2.6%), and one to 99 employees (2.5%). The smallest starting salary increases are expected from employers with 10,000 or more employees (2.4%).

Changes in Salaried Employees Last Year

Since hiring intentions of prospective employers might be influenced by changes in numbers of salaried employees working for their organizations last year, employers were surveyed on this question. Employers responding to this year's survey reported a net increase of 1.6% in numbers of salaried employees working for their organizations last year. This compares to an increase of 1.7% experienced in 1984-85, 1.5% in 1983-84, and 1.4% during 1982-83. During the last three years, surveyed employers have increased the numbers of salaried employees working for their organizations only slightly. (Pages 5-7)

Last year, some organizations gained significant numbers of employees while others lost employees. Those organizations with increases in salaried employees included service and volunteer organizations (9.2%); food, beverage processing, and restaurants (7.4%); accounting (7.1%); research and consulting services (5.7%); electrical machinery and equipment (4.2%); banking, finance, and insurance (3.7%); printing, publishing, and informational services (3.0%); merchandising and retail services (2.6%); construction and building materials manufacturers (2.3%); and communication-radio, TV, and newspapers (2.0%).

Moderate increases in salaried employees were experienced in agribusiness (1.8%); electronics and instruments (1.7%); educational institutions (1.4%); automotive and mechanical equipment (1.2%); aerospace and components (1.1%); hospitals and health services (1.0%); military services (0.3%); governmental administration (0.3%); and glass, paper, packaging and allied products (0.2%).

Those experiencing no change or even declines in salaried employees were chemicals, drugs, and allied products (0.0%); public utilities including transportation (-0.2%); hotels, motels, resorts and recreational services (-0.3%); metals and metal products (-3.2%); petroleum and allied products (-9.6%); diversified conglomerates (-12.0%); and tire and rubber products (-13.0%).

Last year, according to surveyed employers, certain sizes of organizations experienced decreases in numbers of salaried employees while others experienced increases. The greatest increases were experienced by organizations with five hundred to 999 employees (3.4%), one to 99 employees (3.2%), one thousand to 4,999 employees (1.9%), and one hundred to 499 employees (1.9%).

Decreases were experienced by organizations with five thousand to 9,999 employees (-2.9%) and those organizations with more than 10,000 employees (-0.6%).

Anticipated Changes in Salaried Employees This Year (1986-87)

This year (1986-87), salaried employees on payrolls of surveyed employees are expected to increase at the rate of 1.5% on the average, but changes in salaried employees will vary significantly from employer to employer. (Pages 5-7)

Anticipating the greatest increases in salaried employees were research and consulting services (5.7%); accounting (5.5%); food, beverage processing, and restaurants (4.5%); banking, finance, and insurance (4.2%); glass, paper, packaging and allied products (4.1%); service and volunteer organizations (3.2%); communication- radio, TV, and newspapers (2.9%); and merchandising and retail services (2.6%).

Moderate increases were anticipated by the following organizations: governmental administration (1.6%); hotels, motels, resorts and recreational services (1.5%); educational institutions (1.0%); electronics and instruments (0.9%); electrical machinery and equipment (0.8%); military services (0.7%); hospitals and health services (0.6%); automotive and mechanical equipment (0.5%); construction and building materials manufacturers (0.5%); printing, publishing, and informational services (0.4%); and public utilities including transportation (0.1%); .

Decreases in salaried employees were reported in aerospace and components (-0.2%); tire and rubber products (-0.4%); chemicals, drugs, and allied products (-0.6%); diversified conglomerates (-0.9%); agribusiness (-0.9%); petroleum and allied products (-1.1%); and metals and metal products (-1.6%).

This year, increases are expected in numbers of salaried employees working for organizations with one to 99 employees (2.9%), one hundred to 499 employees (1.9%), one thousand to 4,999 employees (1.8%), five hundred to 999 employees (1.5%), and 5,000 to 9,999 employees (0.6%).

Organizations with 10,000 or more employees will be expecting further decreases in number of employees (-0.8%).

Percentages of Job Offers Accepted

Although one excellent measure of past job market trends is the number of new college graduates hired by surveyed employers, another is the percent of job offers accepted. Of offers made to technical college graduates during 1985-86, 61.2% were accepted with surveyed employers. This compares to an acceptance rate of 59.7% in 1984-85, 59.0% in 1983-84, and 60.1% in 1982-83. An increase in acceptance rate suggests a worsening of the job market for technical graduates. (Pages 11-13)

Offers of employment to non-technical college graduates were accepted at the rate of 68.3% during 1985-86, according to surveyed employers. This compares to an acceptance rate of 68.2% during 1984-85, 68.5% in 1983-84, and 65.3% in 1982-83. This increase in acceptance rate during the last four years suggests a continuing erosion in the job market for non-technical graduates during this time.

The highest acceptance rates for offers of employment were received from non-technical graduates by educational institutions (80.5%) and governmental agencies (79.3%). Those employer types receiving lower acceptance rates were industrial and manufacturing organizations (67.0%), conglomerates (65.1%), and businesses and services organizations (62.7%). Similar acceptance rates were found by these organizations for technical graduates, except industrial and manufacturing organizations had the highest acceptance rate (66.9%).

Acceptance rates varied by size of organization too. The highest acceptance rates were received by organizations with five hundred to 999 employees (77.3%). In the middle range of acceptance rates were employers with 1,000 to 4,999 employees (72.5%), employers with 5,000 to 9,999 employees (71.6%), employers with 10,000 or more employees (65.3%), and employers with one hundred to 499 employees (64.3%). The lowest acceptance rate for non-technical graduates was experienced by employers with one to 99 employees (50.9%). Similar rates of acceptance were experienced for technical college graduates, except employers with five thousand to 9,999 employees had the highest acceptance rate (65.1%).

Changes in Numbers of Interviewing Schedules

Employers responding to this survey report a very slight decrease in numbers of interview schedules expected on college campuses (-1.1%) this year. Last year, campus interview schedules increased by 2.6%. (Pages 17-20)

Numbers of interview schedules will vary again this year according to type of organization. Surveyed employers report that the greatest increases in interview schedules can be expected from the following: educational institutions (5.1%); merchandising and retail services (3.2%); printing, publishing, and informational services (3.0%); construction and building materials manufacturers (2.8%); banking finance and insurance (1.9%); service and volunteer organizations (1.9%); and hospitals and health services (1.6%).

Moderate increases in number of campus interview schedules are expected from hotels, motels, resorts and recreational services (0.8%); communication-radio, TV, and newspapers (0.5%); agribusiness (0.5%); and accounting (0.4%).

No change in numbers of campus interview schedules is expected for research and consulting services (0.0%); and glass, paper, packaging and allied products (0.0%).

Those organizations expecting declines in numbers of interview schedules on college campuses will include food, beverage processing, and restaurants (-0.3%); tire and rubber products (-0.8%); metals and metal products (-1.2%); military services (-1.3%); aerospace and components (-2.4%); electrical machinery and equipment (-2.5%); governmental administration (-2.8%); public utilities including transportation (-3.1%); chemicals, drugs, and allied products (-3.5%); automotive and mechanical equipment (-7.4%); electronics and instruments (-9.9%); diversified conglomerates (-11.0%); and petroleum and allied products (-23.0%).

Reneging on Job Offers

According to surveyed employers, 229 (36.3%) had at least one graduating student renege on an offer of employment last year. On the other hand, 30 employers (5.5%) reneged on job offers to new college graduates last year. According to representatives of 365 organizations (62.3%), it is against their policies to renege on offers of employment to new college graduates. The largest numbers of student reneges were reported by educational institutions (278); and food, beverage processing, and restaurants (206). (Pages 26-27)

Closed Schedules Arranged by Employers

Of 577 employers responding, 226 organizations (39%) requested closed schedules when interviewing on college campuses last year. The largest percentages of employers requesting closed schedules were accounting (67%); communication-radio, TV, and newspapers (67%); petroleum and allied products (67%); agribusiness (60%); banking finance and insurance (58%); electronics and instruments (53%); merchandising and

retail services (52%); glass, paper, packaging and allied products (50%); diversified conglomerates (50%); and metals and metal products (50%). (Pages 28-30)

Continuing the list were electrical machinery and equipment (48%); chemicals, drugs, and allied products (44%); construction and building materials manufacturers (44%); research and consulting services (44%); hotels, motels, resorts and recreational services (43%); printing, publishing, and informational services (40%); public utilities including transportation (40%); food, beverage processing, and restaurants (36%); aerospace and components (33%); tire and rubber products (33%); military services (33%); automotive and mechanical equipment (30%); governmental administration (24%); educational institutions (14%); service and volunteer organizations (0%); and hospitals and health services (0%).

Employers responding to this survey indicate that approximately 2.4% more closed schedules will be requested by their organizations when interviewing on college campuses this year (1986-87).

Organizations reporting college hires from closed schedules indicate that 15.4% of their new hires came from this source last year. The highest percentages of new college graduates coming from closed schedules were experienced by agribusiness (40.8%); accounting (33.4%); metals and metal products (28.5%); merchandising and retail services (27.8%); petroleum and allied products (25.1%); communication-radio, TV, and newspapers (25.0%); banking, finance, and insurance (22.8%); and electronics and instruments (20.7%).

Percentages of less than 20% were experienced by public utilities including transportation (19.3%); electrical machinery and equipment (19.3%); construction and building materials manufacturers (16.9%); chemicals, drugs, and allied products (16.7%); hotels, motels, resorts and recreational services (16.0%); diversified conglomerates (13.1%); aerospace and components (13.0%); glass, paper, packaging and allied products (12.6%); food, beverage processing, and restaurants (12.5%); tire and rubber products (11.7%); and printing, publishing, and informational services (10.5%).

Less than 10% were obtained by automotive and mechanical equipment (8.1%); research and consulting services (7.9%); educational institutions (6.9%); military services (5.3%); governmental administration (3.4%); hospitals and health services (2.2%); and service and volunteer organizations (0.0%);

Best Sources of New College Graduates

Sources of new college graduates are often discussed with interest by prospective employers when planning new recruitment programs or revising current ones. Also, graduating students often inquire about the best avenues for getting hired by prospective employers. (Page 31)

According to surveyed employers, certain sources of new college graduates are more results-oriented than others. The most productive sources were on-campus interviewing (43.4%), write-ins (10.5%), responses from want ads (8.7%), and job listings with placement offices (7.9%).

Percentages obtained from other sources include referrals from current employees (5.7%), walk-ins (4.5%), cooperative education programs (3.8%), internship programs (3.7%), high demand major programs (3.6%), summer employment programs (3.0%), part-time employment (2.5%), minority career programs (1.8%), referrals from campus organizations (1.8%), unsolicited referrals from placement officers (1.4%), and women's career programs (0.5%).

Prescreening Services Used By Employers

Of 592 organizations responding to this question, 388 employers (65.5%) indicated that their organizations pre-screened at colleges and universities where pre-screening was permitted last year. In 1984-85, 67.6% of employers prescreened, and in 1983-84, 69.2%. These statistics indicate a slight decline in organizations prescreening on college campuses, but a high percentage (65.5%) are still using this service where it is permitted. (Page 32)

Overseas Employment Opportunities

Of 593 employers responding, 237 organizations (40.0%) had some salaried employees in overseas locations. Of these employers, 115 (48.5%) had one to 99 employees overseas; 43 (18.1%) had 100 to 499 employees overseas; 20 (8.4%) had 500 to 999 employees overseas; 26 (11.0%) had 1,000 to 4,999 employees overseas; 9 (3.8%) had 5,000 to 9,999 employees overseas; and 24 (10.1%) had more than 10,000 employees overseas. (Page 33-34)

The employer categories with the most overseas installations were chemicals, drugs, and allied products (24); electronics and instruments (24); research and consulting services (20); automotive and mechanical equipment (19); banking, finance, and insurance (16); metals and metal products (15); electrical machinery and equipment (14); and aerospace and components (14).

Continuing the list of overseas employment opportunities were construction and building materials manufacturers (11); diversified conglomerates (11); educational institutions (9); governmental administration (8); petroleum and allied products (8); food, beverage processing, and restaurants (8); accounting (8); glass, paper, packaging and allied products (4); military services (4); public utilities including transportation (3); printing, publishing, and informational services (3); service and volunteer organizations (3); communication-radio, TV, and newspapers (2); hospitals and health services (2); agribusiness (2); merchandising and retail services (2); tire and rubber products (2); and hotels, motels, resorts and recreational services (1).

Of 586 employers responding to this question, 180 organizations (30.7%) hire foreign nationals for entry level positions, and 76 employers (13.0%) hire foreign nationals in the United States for entry level positions abroad. (Page 34)

Factors Influencing Employment Goals

According to surveyed employers, factors that will have a significant influence when calculating employment goals for new college graduates will be: organizational expansion, personnel turnover, the long-run general economy, and optimism of the organization's leadership. (Pages 37-38)

Some influence is expected from the short-run general economy, salary and wage levels, age of the organization's labor force, downsizing for worker efficiency, programmed automation, mergers or acquisitions, interest rates, strength of international markets, and job reclassifications. No influence is expected from reduction in working hours.

Internships and Cooperative Education Positions

Of employers responding to this survey, the largest average numbers of internships and cooperative education positions are provided by electrical machinery and equipment (5,029); chemicals, drugs, and allied products (2,176); hospitals and health services (1,972); public utilities including transportation (1,715); educational institutions (1,642); electronics and instruments (1,042); governmental administration (951); automotive and mechanical equipment (942); aerospace and components (919); research and consulting services (905); diversified conglomerates (566); merchandising and retail services (517); petroleum and allied products (531); food, beverage processing, and restaurants (461); banking, finance, and insurance (455); accounting (438); metals and metal products (216); military services (199); construction and building materials manufacturers (196); hotels, motels, resorts and recreational services (142); tire and rubber products (122); glass, paper, packaging and allied products (122); communication-radio, TV, and newspapers (40); service and volunteer organizations (32); printing, publishing, and informational services (18); and agribusiness (6). (Pages 37-38)

A total of 21,354 internship and cooperative education positions were provided by 421 surveyed employers last year. Of these, 18,210 positions (82.3%) were paid positions with 366 organizations.

According to surveyed employers, the greatest number of internships and cooperative education positions will be provided in the northeastern region (8,749). The northcentral region is next (6,155), then the southeastern region (3,862), and the southwestern region (1,241). The fewest numbers are expected in the southcentral region (677) and the northwestern region (656).

A very slight increase (0.9%) can be anticipated in numbers of cooperative education and summer internship positions this year (1986-87). With 658 employers responding, 157 organizations (23.8%) expected increases in numbers of these positions.

Percentage of Salaried Employees with College Degrees

Among surveyed employers, 69.6% of this year's new salaried employees have college degrees. Employer categories with the highest percentages of salaried employees with college degrees are accounting (97.0%); educational institutions (86.4%); communication -radio, TV, and newspapers (85.8%); research and consulting services (75.5%); electrical machinery and equipment (72.8%); petroleum and allied products (71.8%); diversified conglomerates (71.6%); merchandising and retail services (71.3%); printing, publishing, and informational services (70.6%); and chemicals, drugs, and allied products (70.6%). (Pages 39-40)

Percentages with other employer categories include banking, finance, and insurance (66.7%); glass, paper, packaging and allied products (65.4%); electronics and instruments (65.3%); military services (65.2%); aerospace and components (64.2%); governmental administration (63.0%); tire and rubber products (62.7%); food, beverage processing, and restaurants (61.2%); construction and building materials

manufacturers (60.8%); hospitals and health services (60.7%); service and volunteer organizations (58.4%); public utilities including transportation (56.2%); metals and metal products (53.7%); automotive and mechanical equipment (53.6%); agribusiness (53.4%); and hotels, motels, resorts and recreational services (38.0%).

Within the last five years, according to surveyed employers, the percentage of salaried employees with college degrees has increased by 4.8%. In other words, more employers are expecting salaried employees to have college degrees.

The greatest increases in percentage of salaried employees with college degrees have been in service and volunteer organizations (30.2%); printing, publishing, and informational services (13.2%); food, beverage processing, and restaurants (12.1%); and banking, finance, and insurance (11.2%).

Moderate increases have been experienced by glass, paper, packaging and allied products (8.3%); merchandising and retail services (6.5%); metals and metal products (6.2%); agribusiness (6.1%); hospitals and health services (5.9%); public utilities including transportation (5.6%); diversified conglomerates (5.5%); military services (5.3%); electronics and instruments (5.2%); automotive and mechanical equipment (5.1%); construction and building materials manufacturers (4.4%); hotels, motels, resorts and recreational services (4.1%); tire and rubber products (4.1%); petroleum and allied products (3.9%); communication-radio, TV, and newspapers (3.8%); accounting (3.7%); research and consulting services (3.5%); chemicals, drugs, and allied products (1.7%); electrical machinery and equipment (1.2%); aerospace and components (1.2%); governmental administration (0.8%); and educational institutions (0.6%).

Employers Hiring Liberal Arts Graduates

Employer categories hiring the highest percentages of liberal arts graduates among new hires last year (1985-86) were military services (38.7%); communication-radio, TV, and newspapers (32.5%); educational institutions (22.7%); glass, paper, packaging and allied products (19.3%); banking, finance, and insurance (16.9%); service and volunteer organizations (16.7%); printing, publishing, and informational services (16.6%); hotels, motels, resorts and recreational services (13.2%); and governmental administration (9.9%). (Page 41)

Employers responding to this survey indicated that 12.8% of the positions available in their organizations this year could be filled by liberal arts graduates.

Employer categories indicating the highest percentages of positions that could be filled by liberal arts graduates included military services (43.0%); service and volunteer organizations (40.6%); communication- radio, TV, and newspapers (32.5%); hotels, motels, resorts and recreational services (26.4%); banking, finance and insurance (25.6%); printing, publishing, and informational services (25.3%); educational institutions (23.1%); glass, paper, packaging and allied products (22.7%); merchandising and retail services (22.6%);food, beverage processing, and restaurants (14.1%); governmental administration (13.4%); diversified conglomerates (10.4%); construction and building materials manufacturers (10.3%); agribusiness (9.5%); and metals and metal products (9.2%).

Making Liberal Arts Graduates More Marketable

According to employers in surveyed organizations, liberal arts graduates can make themselves more suitable for employment by taking more writing skills courses, presenting a professional appearance when interviewing, identifying compatible employment objectives before contacting employers, finding related work experiences, and taking more computer science courses. (Page 42)

Liberal arts majors make themselves more suitable by taking a more appropriate degree program, gaining technical expertise that prospective employers can use, taking business course (accounting, finance, management, and business administration), providing employers with references from former work experiences, taking public speaking courses, planning a broader scope of education, and getting an advanced degree in an applied field. Seldom helpful to liberal arts graduates are additional travel experiences.

Training Programs Offered

When training new college graduates recently hired by their organizations, surveyed employers "almost always" use on-the-job training, orientation programs, and training within the organization. (Pages 43-44)

"Sometimes" used are seminars by the organization's personnel, seminars by outside consultants, rotational assignments, written format materials, and campus classes.

"Seldom" or "never" used are moves of new personnel to more than one city.

On the average, surveyed employers will give new college hires approximately 7.0 hours of training (excluding on-the-job training) each week during the first year of employment. The most hours of training are given by military services (19.1 hours); service and volunteer organizations (14.8 hours); glass, paper, packaging and allied products (12.1 hours); and banking finance and insurance (11.2 hours).

The list continues with hospitals and health services (9.6 hours); governmental administration (9.2 hours); aerospace and components (9.2 hours); automotive and mechanical equipment (8.9 hours); printing, publishing, and informational services (8.5 hours); hotels, motels, resorts, and recreational services (8.3 hours); electrical machinery and equipment (8.1 hours); construction and building materials manufacturers (7.9 hours); food, beverage processing, and restaurants (7.7 hours); electronics and instruments (7.3 hours); merchandising and retail services (6.9 hours); metals and metal products (6.7 hours); public utilities including transportation (6.6 hours); accounting (6.5 hours); research and consulting services (6.2 hours); agribusiness (5.9 hours); and communication-radio, TV, and newspapers (5.6 hours).

The fewest hours of training are given by diversified conglomerates (4.1 hours); chemicals, drugs, and allied products (3.1 hours); educational institutions (3.0 hours); petroleum and allied products (3.0 hours); and tire and rubber products (1.7 hours).

Cost of Training New College Hires

According to surveyed employers, the average cost of training each new college graduate is approximately $7,036 during the first year on the job. (Page 45)

The categories of employers with the highest costs of training were military services ($26,000); banking, finance, and insurance ($16,633); aerospace and components ($13,581); service and volunteer organizations ($13,039); governmental administration ($12,962); electrical machinery and equipment ($12,820); glass, paper, packaging and allied products ($12,217); agribusiness ($10,321); and automotive and mechanical equipment ($9,450).

The employer categories with the lowest costs of training were food, beverage processing, and restaurants ($7,290); public utilities including transportation ($7,278); hotels, motels, resorts and recreational services ($6,917); merchandising and retail services ($6,533); construction and building materials manufacturers ($5,614); electronics and instruments ($5,018); petroleum and allied products ($5,000); chemicals, drugs, and allied products ($4,478); research and consulting services ($4,241); hospitals and health services ($3,550); printing, publishing, and informational services ($2,917); metals and metal products ($2,663); accounting ($2,588); diversified conglomerates ($2,514); communication-radio, TV, and newspapers ($2,050); educational institutions ($1,430); and tire and rubber products ($500).

The cost of training is different for various regions of the country, according to surveyed employers. The estimated average costs per new hire by region are: southcentral ($10,062), southeastern ($6,702), southwestern ($6,440), northcentral ($6,356), northeastern ($5,380), and northwestern ($3,328).

Percentage of Tuition Costs Paid by New Employers

On the average, approximately 52.7% of tuition incurred for graduate studies by new college hires is paid by surveyed organizations. (Page 46)

Employer categories paying the highest percentages of costs incurred for graduate studies are tire and rubber products (87.5%); electronics and instruments (87.2%); chemicals, drugs, and allied products (86.3%); aerospace and components (83.6%); diversified conglomerates (77.3%); petroleum and allied products (75.8%); electrical machinery and equipment (75.2%); automotive and mechanical equipment (73.0%); metals and metal products (72.2%); construction and building materials manufacturers (71.9%); public utilities including transportation (70.4%); and glass, paper, packaging and allied products (70.0%).

Less than 70% of tuition is paid by printing, publishing, and informational services (69.4%); research and consulting services (62.6%); banking, finance, and insurance (58.8%); food, beverage processing, and restaurants (46.5%); military services (44.4%); merchandising and retail services (35.5%); agribusiness (32.7%); governmental administration (31.2%); hospitals and health services (29.8%); service and volunteer organizations (26.1%); accounting (24.8%); hotels, motels, resorts and recreational services (13.7%); educational institutions (12.3%); and communication-radio, TV, and newspapers (11.3%).

Employers with one to 99 employees are likely to pay the lowest percentage of tuition costs (27.9%), while most other sizes of employers will pay between 50.4% and 70.3% of tuition costs. The largest organizations, those with 10,000 or more employees, pay the highest percentage of tuition costs (70.3%).

Percentage of New Hires Attending Graduate School

Among surveyed employers, approximately 10.4% of last year's new college hires were attending a college or university for an advanced degree this year while still working for the organization. (Page 47)

Those employer categories with the highest percentages attending graduate school included military services (20.9%); educational institutions (19.8%); tire and rubber products (13.6%); research and consulting services (13.5%); electronics and instruments (12.4%); electrical machinery and equipment (12.2%); printing, publishing, and informational services (12.2%); diversified conglomerates (10.8%); chemicals, drugs, and allied products (10.7%); and construction and building materials manufacturers (9.8%).

Those employer categories with fewer than 9% attending a college or university for an advanced degree were banking, finance, and insurance (8.8%); metals and metal products (8.3%); petroleum and allied products (8.1%); public utilities including transportation (8.1%); governmental administration (7.9%); aerospace and components (7.8%); automotive and mechanical equipment (6.5%); food, beverage processing, and restaurants (4.8%); accounting (4.1%); hospitals and health services (3.8%); communication-radio, TV, and newspapers (3.8%); merchandising and retail services (2.1%); service and volunteer organizations (1.5%); glass, paper, packaging and allied products (1.5%); hotels, motels, resorts, and recreational services (1.0%); and agribusiness (0.7%).

Grade Point Averages as a Predictor of Job Success

According to surveyed employers, grade point averages are "sometimes" predictive of future job success. When considering specific elements of job success, the only factor that "almost always" relates to high grade point average, according to surveyed employers, is analytical thinking. (Pages 48-49)

The following factors "sometimes" relate to high grade point average: solving complex problems, utilization of quantitative tools, being hardworking, application of knowledge, writing ability, coping with complex issues, ability to organize tasks productivity, evaluation of alternatives, conveying meaning, originality, greater leadership, organizing and supervising others, and functioning as a member of a team. "Seldom" relating to high grade point average is social skills, and this is the most important element of success in many jobs, according to several surveyed employers.

Turnover Among New College Hires

Surveyed employers who hire technical graduates report that approximately 3.4% leave the first year, 3.8% the second, 4.9% the third, 4.1% the fourth and 4.3% the fifth year. After five year, a total of 20.7% of the technical graduates have left these employers. (Pages 51-53)

Non-technical graduates are leaving surveyed employers at the rate of 4.3% the first year, 4.6% the second, 5.1% the third, 4.2% the fourth and 4.3% the fifth year. After five years, a total of 22.8% of non-technical graduates have left these employers.

Drug Screening

According to employers responding to this survey, drug screening, in their opinion, is ethical. Of those responding, 45% said "always" or "almost always" and 41% said "sometimes." (Pages 54-57)

Drug screening of new college graduates is used by 20% of the employers responding to this survey. Of these employers, 95% will reject individuals from employment, if evidence of drug use is found in a job applicant.

Of all employers responding to the survey, 66% reject candidates who have a previous record of drug use. Of the employers who screen for drug use, 68% reject candidates who have a previous record of drug use.

Current employees are screened for drug use in 14% of the surveyed organizations. In the organizations that screen new college graduates for drugs, 42% screen current employees for drugs. According to comments from surveyed employers, drug use is especially prohibited while working with children or with volatile substances, and if drug use impairs an individual's work performance, that employee will be discharged.

When surveyed organizations find current employees who are using drugs, 60% will terminate these employees. In organizations that screen new college graduates for drugs, 66% will terminate a current employee who is using drugs.

Rehabilitation is required by 89% of all surveyed employers who find current employees who are using drugs. In organizations that screen new college graduates for drugs, 95% require rehabilitation for current employees who are using drugs.

According to one employer who screens applicants for drug use, the organization will retest individuals after six months and reconsider an application if desired by the applicant.

Among employers who screen job applicants for drug use, the following substances are "sometimes" checked: marijuana, hashish, cocaine, opiates, amphetamines, psychedelic drugs, barbituates, and tranquilizers. "Seldom" screened are volatile substances and alcohol.

Among employers who screen for drug use, the methods most often used are urine tests, physical examinations, medical history questionnaires, and interviews with the organization's nurses or doctors. Used less often are blood tests, written honesty tests, breathalyzer tests, and polygraph tests.

Of the organizations that do <u>not</u> screen job applicants for drug use, 10% expect to begin testing sometime in the next year, 10% more in the next two years, 2% more in the next five years, 43% at sometime in the future, and 36% never expect to test job applicants for drug use.

Factors Considered When Hiring New College Graduates

According to employers who responded to this survey, the following education factors, in order of importance, are considered when screening new college graduates for employment: academic major, degree levels attained, years of education achieved, major grade point average, overall grade point average, transcript information, part-time employment experiences, internship experiences, willingness to continue education, co-operative education assignments, and minor grade point average. Foreign language skills received a rating of "some" importance from only 24% of the surveyed employers. (Pages 57-62)

The following physical and mental health factors, in order of importance, are considered when screening new college graduates: mental stability, physical ability to do the job, physical fitness, excellent health status, physical examination results, and medical history.

Job skill factors, in order of importance, that are "always" or "almost always" considered when screening new college graduates for employment are: ability to get things done, communication abilities, ability to accept responsibility, common sense, interpersonal communication skills, speaking abilities, writing skills, decision-making abilities, motivational abilities, innovative ideas, ability to be an example to others, team management skills, and the ability to go along with the organization.

"Sometimes" important are competitive abilities, the ability to delegate, campus leadership experiences, tactical and strategic planning abilities, the ability to work in close quarters, and budgeting abilities. No job skills received overall ratings of "seldom" or "never" important.

Personality factors, in order of importance, that are "almost always" or "always" important when considering new college graduates for employment are: dependability, maturity, self-confidence/poise, flexibility, self-pride, diplomacy/tactfulness, ambition, perseverance, neatness, staying power, and stability. Receiving a rating of "sometimes" important was entrepreneurial spirit.

No personality factors received an overall rating of "seldom" or "never" being important to surveyed employers.

Personal life factors, in order of importance, that are "almost always" or "sometimes" important when considering new college graduates for employment are: suitable appearance, willingness to relocate, no criminal record, and an individual's prior knowledge of the organization.

Receiving ratings of "seldom" or "never" important to surveyed employers are memberships in organizations (campus and community), an interest in current events, attractiveness, an interest in family matters, youthfulness, passing a credit check, a compatible spouse, overseas employment experiences, overseas travel experiences, ethnic origin of the candidate, marital status of the candidate, and gender of the applicant.

Surveyed employers report that ability/aptitude tests are "seldom" used by their organizations when considering new college graduates for employment, and the following are generally "never" used: polygraph tests, I.Q. tests, and written honesty tests.

Smoking Policies of Surveyed Employers

Surveyed employers will "always" or "almost always" hire new college graduates who admit to smoking cigarettes, cigars, or a pipe as a regular habit on the job (81%), but 2% of the respondents will "seldom" hire such individuals, and 5% of the organizations will "never" hire these people. (Pages 62-63)

Of the 702 surveyed employers who responded, 486 (69.2%) do not have a "no smoking" policy for workers, but another 216 (30.8%) of the organizations have established policies regarding smoking in the working environment. As one employer commented, some laboratory situations and field work in remote locations, especially forests, may require no smoking by employees.

Surveyed employers generally permit smoking in public areas (75.0%), but smoking is not permitted in public areas by 25.0% of the employers responding to this survey.

Many of the surveyed employers (41.5%) offer "Quit Smoking" programs to their current employees. At the present time, 58.5% of the employers do not.

Reasons for New Hires Leaving Organizations

Most often used as reasons by new college graduates leaving organizations, in order of frequency, are: a better job offer, better job location, dissatisfaction with the organization, the job transfer of a spouse/partner, promotions did not meet expectations, salary did not meet expectations, dissatisfaction with the career field, or job expectations were not met. "Seldom" used are marriage, pregnancy, and the inability to conform to the organization's expectations. (Pages 64-65)

Used most often by surveyed employers as reasons for terminating employment of new college graduates were the following, in order of frequency: poor job performance, inability to conform to the organization's policies, absenteeism, pilferage, tardiness, lack of leadership skills, drug abuse, and too much consumption of alcohol.

Importance of Prior Work Experiences for New College Graduates

In order of importance, according to surveyed employers, the following career related work experiences have "high" consideration when screening new college graduates for employment: internships. Receiving a rating of "medium" importance were cooperative education assignments, summer employment, and part-time career related employment. (Page 66)

For other work experiences that may not be career related, ratings of "medium" importance were received by internships, summer employment, cooperative education, and part-time employment.

All career related work experiences received higher ratings than other work experiences that are not career related.

Handicapper Hiring Experiences

According to surveyed employers, the following percentages of positions available for new college graduates could be filled by handicapped persons: paraplegic - 20.8%, deaf - 11.5%, mute - 8.0%, blind - 6.0%, and quadriplegic - 5.2%. (Pages 67-68)

These employers indicate that hiring a handicapper would "sometimes" create additional expenses for an organization. Of the employers responding, 62% reported that hiring a handicapper would create additional expenses for their organizations. From the perception of surveyed employers, handicappers are "seldom" or "never" less productive than their able-bodied counterparts (76%).

Approximately 3.0% of salaried employees in surveyed organizations are handicappers. Those employer categories with the highest percentages of handicappers are governmental administration (6.2%); tire and rubber products (5.5%); chemicals, drugs, and allied products (5.0%); communication -radio, TV, and newspapers (5.0%); electrical machinery and equipment (4.7%); hospitals and health services (4.1%); automotive and mechanical equipment (4.0%); diversified conglomerates (3.7%); petroleum and allied products (3.5%); aerospace and components (3.3%); printing, publishing, and informational services (3.2%); research and consulting services (3.1%); and glass, paper, packaging and allied products (3.0%).

Completing the list were service and volunteer organizations (2.9%); merchandising and retail services (2.9%); public utilities including transportation (2.8%); electronics and instruments (2.8%); educational institutions (2.8%); metals and metal products (2.4%); construction and building materials manufacturers (2.1%); military services (1.8%); hotels, motels, resorts and recreational services (1.6%); food, beverage processing, and restaurants (1.6%); agribusiness (1.6%); banking, finance, and insurance (1.2%); and accounting (1.0%).

Factors Considered When Choosing Between Job Offers

When choosing among several job offers, graduating students consider the following factors most important, according to surveyed employers: challenging work assignments, reputation of the organization, opportunities for advancement, a competitive salary, full utilization of the graduate's skills, job security, personalities and abilities of supervisors and bosses, geographical location of the job, status and prestige of the job, and decision-making responsibilities of the job. (Pages 69-70)

Of medium importance to graduating students are adequate benefits and health insurance, personalities and abilities of other employees, information gleaned from talking to people who held or are in the position, payment for advanced degree courses, availability of a graduate school nearby, the services and products produced by the organization, adequate dental insurance, dependent health insurance, number of relocations required by the job, size of organization, physical facilities of the organization, problems within the organization, ability to design own work program, organizational structure, an adequate retirement plan, adequate life insurance, benefits of the investment profit-sharing program, and maternity/ paternity leaves policies.

Job Search Assistance for Spouses

Approximately 5.6% of the new college graduates hired last year by surveyed employers were married and seeking job search assistance for spouses. (Page 71)

Employer categories with the highest percentages of new graduates seeking assistance for their spouses were glass, paper, packaging and allied products (14.0%); food, beverage processing, and restaurants (10.5%); educational institutions (9.1%); electrical machinery and equipment (6.7%); governmental administration (6.7%); aerospace and components (6.4%); electronics and instruments (6.3%); chemicals, drugs, and allied products (6.2%); research and consulting services (5.7%); military services (5.3%); metals and metal products (5.1%); hospitals and health services (4.8%); and merchandising and retail services (4.1%).

Transfers Required of New Employees

Employers expecting the largest numbers of new college graduates transferring to new locations within their organizations during the first year of employment were food, beverage processing, and restaurants (1.69); agribusiness (1.11); merchandising and retail services (0.97); metals and metal products (0.76); glass, paper, packaging and allied products (0.75); diversified conglomerates (0.73); governmental administration (0.71); automotive and mechanical equipment (0.69); public utilities including transportation (0.68); military services (0.67); hotels, motels, resorts and recreational services (0.67); petroleum and allied products 0.64); printing, publishing, and informational services 0.57); aerospace and components (0.56); banking, finance, and insurance (0.52); research and consulting services (0.51); and construction and building materials manufacturers (0.5). (Page 72)

Employers expecting the fewest numbers of transfers included chemicals, drugs, and allied products (0.43); hospitals and health services (0.41); electrical machinery and equipment (0.41); tire and rubber products (0.33); electronics and instruments (0.32); educational institutions (0.26); accounting (0.04); and communication-radio, TV, and newspapers (0.0).

Alternative Work Options for Employees

Among surveyed employers, the following alternative work options are "sometimes" available to employees: extended maternity/paternity leaves and educational leaves. (Page 73)

"Seldom" available are flextime, part-time professional development, leaves for extended community volunteer activities. Almost "never" available among most surveyed employers is the work-at-home option, although 49 of 658 employers indicated that their organizations offer this option.

Job Sharing

Surveyed employers reported that approximately 0.6% of their salaried employees (excluding clerical staff) were in job sharing positions. (Page 74)

Employer categories with the highest percentages of job sharing employees were service and volunteer organizations (2.89%); hospitals and health services (2.28%); educational institutions (1.44%); electrical machinery and equipment (0.79%); food, beverage processing, and restaurants (0.77%); agribusiness (0.63%); and governmental administration (0.5%).

Toxic Chemicals and Other Health Hazards

In the opinions of surveyed employers, medical insurance is the toxic chemical and other health related topic that has "high" importance for new college graduates. Over 61% of the employers responding to this survey thought medical insurance was either "extremely high" or "high" in importance to graduating students. (Page 75)

Of "medium" importance to graduating students are safety checks, education on toxic substances, the organization's location relative to toxic chemical and potential radiation hazards, the organization's policies on toxic substances, radiation monitoring, hazardous duty benefits, and high risk pay.

Recommendations for Improved Placement Services

What can colleges and universities do to improve their services to employers seeking new college graduates? When making recommendations, employers submitted the following: (Pages 76-78)

* Standardized Interview Data Sheets- To improve employer efficiency and reduce errors caused by the multitude of forms which employers must complete, one form could be used.

* Standardized Resume Formats- Contrary to the popular myth perpetrated by well meaning but misinformed counselors and guidance professionals, highly individualized or stylized resumes tend to receive less attention. Standardization will be dictated by computer generated profiles.

* Improved Communication- Between employers, graduating students, faculty, and placement personnel, lines of communication should be two-way and maintained at their maximum potential. Better advertising of employer visits, calendars of campus events, faculty and staff contact lists, and "open houses" were suggested.

* Better Career Counseling- Colleges and universities should provide all students with the best and most complete information possible about employment prospects and the outlook for their chosen career fields. Especially for liberal arts graduates, early thinking about possible careers, taking relevant courses, and getting career related work experiences might help with placement.

* Better Preparation For Interviewing- Organization and preparation for arrival of prospective employers on campus would help significantly. Also, graduating students should be properly prepared for interviewing by reading employer literature and by attending personal counseling sessions.

* A List Of Successful Prerecruitment Activities- A compendium of successful prerecruitment activities with recommendations regarding facilities, time-frames, etc. would be helpful.

* More Real World Experiences- New college graduates are often very unrealistic about entry level salaries and job expectations. Classroom lectures, if permitted, by recruiters might help alleviate this situation. More information about the actual number of hours a graduate is expected to work -- versus the conventional 40-hour work week -- might be helpful too.

* Better Prescreening Services- Publications with numbers of graduates, names, and mini-profiles for each academic major and degree level could be issued.

Which category best describes your organization, and how many SALARIED employees (excluding clerical staff) are on the payroll of your organization? Absolute frequencies are listed for each answer on the first line, percentages of totals on the second line, percentages of rows on the third line, and column percentages on the fourth line of each block.

Employer Categories

FREQUENCY / PERCENT / ROW PCT / COL PCT	Number of Salaried Employees						
	1-99	100-499	500-999	1000-4999	5000-9999	10,000+	TOTAL
ACCOUNTING	10 1.31 38.46 9.52	7 0.92 26.92 3.76	2 0.26 7.69 2.02	5 0.66 19.23 2.33	2 0.26 7.69 2.90	0 0.00 0.00 0.00	26 3.42
AEROSPACE	0 0.00 0.00 0.00	3 0.39 15.00 1.61	2 0.26 10.00 2.02	6 0.79 30.00 2.79	0 0.00 0.00 0.00	9 1.18 45.00 10.34	20 2.63
AGRIBUSINESS	4 0.53 36.36 3.81	2 0.26 18.18 1.08	3 0.39 27.27 3.03	2 0.26 18.18 0.93	0 0.00 0.00 0.00	0 0.00 0.00 0.00	11 1.45
AUTOMOTIVE	4 0.53 11.76 3.81	12 1.58 35.29 6.45	5 0.66 14.71 5.05	4 0.53 11.76 1.86	1 0.13 2.94 1.45	8 1.05 23.53 9.20	34 4.47
BANKING FIN	9 1.18 16.36 8.57	9 1.18 16.36 4.84	6 0.79 10.91 6.06	22 2.89 40.00 10.23	3 0.39 5.45 4.35	6 0.79 10.91 6.90	55 7.23
CHEMICALS	2 0.26 6.45 1.90	5 0.66 16.13 2.69	3 0.39 9.68 3.03	6 0.79 19.35 2.79	6 0.79 19.35 8.70	9 1.18 29.03 10.34	31 4.07
COMMUNICATION	1 0.13 20.00 0.95	0 0.00 0.00 0.00	2 0.26 40.00 2.02	2 0.26 40.00 0.93	0 0.00 0.00 0.00	0 0.00 0.00 0.00	5 0.66
CONSTRUCTION	4 0.53 20.00 3.81	5 0.66 25.00 2.69	3 0.39 15.00 3.03	5 0.66 25.00 2.33	1 0.13 5.00 1.45	2 0.26 10.00 2.30	20 2.63
EDUCATION	15 1.97 11.03 14.29	44 5.78 32.35 23.66	18 2.37 13.24 18.18	43 5.65 31.62 20.00	8 1.05 5.88 11.59	8 1.05 5.88 9.20	136 17.87
TOTAL	105 13.80	186 24.44	99 13.01	215 28.25	69 9.07	87 11.43	761 100.00

(Continued)

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Employer Categories

FREQUENCY PERCENT ROW PCT COL PCT	Number of Salaried Employees						
	1-99	100-499	500-999	1000-4999	5000-9999	10,000+	TOTAL
ELECTR MACH	3 0.39 9.68 2.86	7 0.92 22.58 3.76	3 0.39 9.68 3.03	8 1.05 25.81 3.72	3 0.39 9.68 4.35	7 0.92 22.58 8.05	31 4.07
ELECTRONICS	3 0.39 6.98 2.86	11 1.45 25.58 5.91	5 0.66 11.63 5.05	17 2.23 39.53 7.91	4 0.53 9.30 5.80	3 0.39 6.98 3.45	43 5.65
RESTAURANTS	8 1.05 20.00 7.62	11 1.45 27.50 5.91	8 1.05 20.00 8.08	3 0.39 7.50 1.40	5 0.66 12.50 7.25	5 0.66 12.50 5.75	40 5.26
PACKAGING	3 0.39 30.00 2.86	3 0.39 30.00 1.61	0 0.00 0.00 0.00	2 0.26 20.00 0.93	2 0.26 20.00 2.90	0 0.00 0.00 0.00	10 1.31
GOVERNMENT	5 0.66 16.67 4.76	2 0.26 6.67 1.08	1 0.13 3.33 1.01	11 1.45 36.67 5.12	7 0.92 23.33 10.14	4 0.53 13.33 4.60	30 3.94
HOSPITALS	3 0.39 14.29 2.86	8 1.05 38.10 4.30	2 0.26 9.52 2.02	6 0.79 28.57 2.79	0 0.00 0.00 0.00	2 0.26 9.52 2.30	21 2.76
HOTELS MOTELS	5 0.66 50.00 4.76	1 0.13 10.00 0.54	1 0.13 10.00 1.01	1 0.13 10.00 0.47	1 0.13 10.00 1.45	1 0.13 10.00 1.15	10 1.31
MERCHANDISING	2 0.26 6.45 1.90	6 0.79 19.35 3.23	8 1.05 25.81 8.08	12 1.58 38.71 5.58	1 0.13 3.23 1.45	2 0.26 6.45 2.30	31 4.07
METALS PRODS	8 1.05 22.86 7.62	9 1.18 25.71 4.84	4 0.53 11.43 4.04	9 1.18 25.71 4.19	4 0.53 11.43 5.80	1 0.13 2.86 1.15	35 4.60
TOTAL	105 13.80	186 24.44	99 13.01	215 28.25	69 9.07	87 11.43	761 100.00

(Continued)

Continued . . .

Employer Categories

FREQUENCY / PERCENT / ROW PCT / COL PCT	Number of Salaried Employees						
	1-99	100-499	500-999	1000-4999	5000-9999	10,000+	TOTAL
MILITARY	0 0.00 0.00 0.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	1 0.13 16.67 0.47	1 0.13 16.67 1.45	4 0.53 66.67 4.60	6 0.79
PETROLEUM	0 0.00 0.00 0.00	3 0.39 16.67 1.61	0 0.00 0.00 0.00	5 0.66 27.78 2.33	4 0.53 22.22 5.80	6 0.79 33.33 6.90	18 2.37
PRINTING PUBL	2 0.26 22.22 1.90	5 0.66 55.56 2.69	0 0.00 0.00 0.00	1 0.13 11.11 0.47	0 0.00 0.00 0.00	1 0.13 11.11 1.15	9 1.18
UTILITIES	3 0.39 4.84 2.86	7 0.92 11.29 3.76	12 1.58 19.35 12.12	26 3.42 41.94 12.09	9 1.18 14.52 13.04	5 0.66 8.06 5.75	62 8.15
RESEARCH	5 0.66 10.64 4.76	18 2.37 38.30 9.68	8 1.05 17.02 8.08	13 1.71 27.66 6.05	3 0.39 6.38 4.35	0 0.00 0.00 0.00	47 6.18
SERV VOL ORGS	4 0.53 36.36 3.81	5 0.66 45.45 2.69	1 0.13 9.09 1.01	1 0.13 9.09 0.47	0 0.00 0.00 0.00	0 0.00 0.00 0.00	11 1.45
TIRE RUBBER	0 0.00 0.00 0.00	2 0.26 50.00 1.08	0 0.00 0.00 0.00	0 0.00 0.00 0.00	1 0.13 25.00 1.45	1 0.13 25.00 1.15	4 0.53
CONGLOMERATES	2 0.26 13.33 1.90	1 0.13 6.67 0.54	2 0.26 13.33 2.02	4 0.53 26.67 1.86	3 0.39 20.00 4.35	3 0.39 20.00 3.45	15 1.97
TOTAL	105 13.80	186 24.44	99 13.01	215 28.25	69 9.07	87 11.43	761 100.00

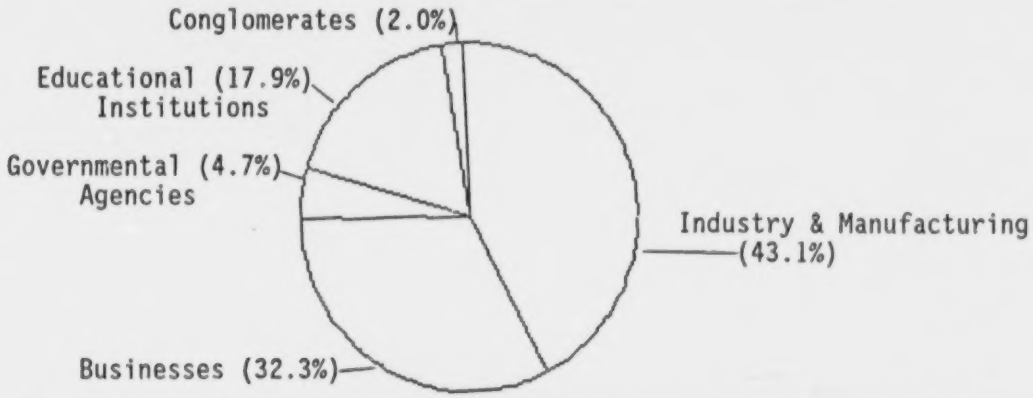
Observations: Responses to the 1986-87 Recruiting Trends survey were received from 761 employers representing businesses, industries, governmental agencies, and educational institutions. Organizations with 10,000 or more employees represent 11.4% of the respondents; those with five to ten thousand employees were 9.1% of the respondents; and organizations with a thousand to five thousand employees represent 28.3% of the respondents. Organizations with five hundred to a thousand employees were represented by 13.0% of the respondents, those with one hundred to four hundred ninety-nine employees by 24.4% of the respondents, and those with one to ninety-nine employees by 13.8% of the respondents.

These numbers display the diversity of employers included in this survey.

Which category best describes your organization, and how many SALARIED employees (excluding clerical staff) are on the payroll of your organization? Absolute frequencies are listed for each answer on the first line, percentages of totals on the second line, percentages on the third line, and column percentages on the fourth line of each block.

Employer Categories

FREQUENCY / PERCENT / ROW PCT / COL PCT	Number of Salaried Employees						
	1-99	100-499	500-999	1000-4999	5000-9999	10,000+	TOTAL
INDUSTRY & MANUF	36	74	40	91	35	52	328
	4.73	9.72	5.26	11.96	4.60	6.83	43.10
	10.98	22.56	12.20	27.74	10.67	15.85	
	34.29	39.78	40.40	42.33	50.72	59.77	
BUSINESS & SERVI	47	65	38	65	15	16	246
	6.18	8.54	4.99	8.54	1.97	2.10	32.33
	19.11	26.42	15.45	26.42	6.10	6.50	
	44.76	34.95	38.38	30.23	21.74	18.39	
GOVERNMENT	5	2	1	12	8	8	36
	0.66	0.26	0.13	1.58	1.05	1.05	4.73
	13.89	5.56	2.78	33.33	22.22	22.22	
	4.76	1.08	1.01	5.58	11.59	9.20	
EDUCATION	15	44	18	43	8	8	136
	1.97	5.78	2.37	5.65	1.05	1.05	17.87
	11.03	32.35	13.24	31.62	5.88	5.88	
	14.29	23.66	18.18	20.00	11.59	9.20	
CONGLOMERATES	2	1	2	4	3	3	15
	0.26	0.13	0.26	0.53	0.39	0.39	1.97
	13.33	6.67	13.33	26.67	20.00	20.00	
	1.90	0.54	2.02	1.86	4.35	3.45	
TOTAL	105	186	99	215	69	87	761
	13.80	24.44	13.01	28.25	9.07	11.43	100.00



Observations: Of the 761 employers responding to this year's survey, 43.1% were industries and manufacturing, 32.3% businesses, 17.9% educational institutions, 4.7% governmental agencies and military services, and 2.0% conglomerates.

In the LAST YEAR (1985-86), what change occurred in the number of SALARIED employees working for your organization, and THIS YEAR (1986-87), what change do you anticipate in the number of SALARIED employees working for your organization? Responses are listed for each EMPLOYER CATEGORY.

	CHANGE LAST YEAR		CHANGE THIS YEAR	
.....EMPLOYER CATEGORIES	N	MEAN	N	MEAN
ACCOUNTING	26	7.1	26	5.5
AEROSPACE	19	1.1	20	-0.2
AGRIBUSINESS	11	1.8	11	-0.9
AUTOMOTIVE	33	1.2	34	0.5
BANKING FIN	52	3.7	50	4.2
CHEMICALS	31	0.0	30	-0.6
COMMUNICATION	5	2.0	4	2.9
CONSTRUCTION	20	2.3	20	0.5
EDUCATION	131	1.4	131	1.0
ELECTR MACH	28	4.2	29	0.8
ELECTRONICS	41	1.7	43	0.9
RESTAURANTS	39	7.4	39	4.5
PACKAGING	9	0.2	9	4.1
GOVERNMENT	30	0.3	30	1.6
HOSPITALS	21	1.0	20	0.6
HOTELS MOTELS	10	-0.3	10	1.5
MERCHANDISING	29	2.6	28	2.6
METALS PRODES	35	-3.2	35	-1.6
MILITARY	5	0.3	6	0.7
PETROLEUM	18	-9.6	17	-1.1
PRINTING PUBL	8	3.0	8	0.4
UTILITIES	62	-0.2	62	0.1
RESEARCH	45	5.7	46	5.7
SERV VOL ORGS	11	9.2	11	3.2
TIRE RUBBER	4	-13	4	-0.4
CONGLOMERATES	14	-12	15	-0.9
OVERALL TOTAL	737	1.6	738	1.5

Observations: Since hiring intentions of prospective employers might be influenced by changes in numbers of salaried employees working for their organizations last year, employers were surveyed on this question. Employers responding to this year's survey reported a net increase of 1.6% in numbers of salaried employees working for their organizations last year. This compares to an increase of 1.7% experienced in 1984-85, 1.5% in 1983-84, and 1.4% during 1982-83. During the last three years, surveyed employers have increased the numbers of salaried employees working for their organizations only slightly.

Last year, some organizations gained significant numbers of employees while others lost. Those organizations with increases in salaried employees included service and volunteer organizations (9.2%); food, beverage processing, and restaurants (7.4%); accounting (7.1%); research and consulting services (5.7%); electrical machinery and equipment (4.2%); banking, finance, and insurance (3.7%); printing, publishing, and informational services (3.0%); merchandising and retail services (2.6%); construction and building materials manufacturers (2.3%); and communication-radio, TV, and newspapers (2.0%).

Moderate increases in salaried employees were anticipated in agribusiness (1.8%); electronics and instruments (1.7%); educational institutions (1.4%); automotive and mechanical equipment (1.2%); aerospace and components (1.1%); hospitals and health services (1.0%); military services (0.3%); governmental administration (0.3%); and glass, paper, packaging and allied products (0.2%).

Those expecting no increases or even declines in salaried employees were chemicals, drugs, and allied products (0.0%); public utilities including transportation (-0.2%); hotels, motels, resorts and recreational services (-0.3%); metals and metal products (-3.2%); petroleum and allied products (-9.6%); diversified conglomerates (-12.0%); and tire and rubber products (-13.0%).

This year (1986-87), salaried employees on payrolls of surveyed employees are expected to increase at the rate of 1.5%, on the average but changes in salaried employees will vary significantly from employer to employer.

Anticipating the greatest increases in salaried employees were research and consulting services (5.7%); accounting (5.5%); food, beverage processing, and restaurants (4.5%); banking, finance, and insurance (4.2%); glass, paper, packaging and allied products (4.1%); service and volunteer organizations (3.2%); communication- radio, TV, and newspapers (2.9%); and merchandising and retail services (2.6%).

Moderate increases were experienced by the following organizations: governmental administration (1.6%); hotels, motels, resorts and recreational services (1.5%); educational institutions (1.0%); electronics and instruments (0.9%); electrical machinery and equipment (0.8%); military services (0.7%); hospitals and health services (0.6%); automotive and mechanical equipment (0.5%); construction and building materials manufacturers (0.5%); printing, publishing, and informational services (0.4%); and public utilities including transportation (0.1%); .

Decreases in salaried employees occurred in aerospace and components (-0.2%); tire and rubber products (-0.4%); chemicals, drugs, and allied products (-0.6%); diversified conglomerates (-0.9%); agribusiness (-0.9%); petroleum and allied products (-1.1%); and metals and metal products (-1.6%).

If the recent history of anticipated changes and actual changes are any indication, even an expected decrease of 2.4% might be optimistic. During the last four years, the following employer responses were received:

Year	Percent Change Expected	Actual Percent Change
1983-84	2.3%	1.5%
1984-85	3.5%	1.7%
1985-86	2.8%	1.6%
1986-87	-2.4%	

From these data, it is evident that employers have provided optimistic predictions when reporting hiring goals, so a decrease of more than 2.4% might be expected, at best, if employers are predicting a 2.4% decrease.

In the LAST YEAR (1985-86), what change occurred in the number of SALARIED employees working for your organization, and THIS YEAR (1986-87), what change do you anticipate in the number of SALARIED employees working for your organization? Responses are listed by EMPLOYER SIZE.

	CHANGE LAST YEAR		CHANGE THIS YEAR	
	N	MEAN	N	MEAN
.....EMPLOYER SIZES				
1-99	102	3.2	104	2.9
100-499	181	1.9	183	1.9
500-999	97	3.4	97	1.5
1000-4999	206	1.9	204	1.8
5000-9999	68	-2.9	67	0.6
10,000+	83	-0.6	83	-0.8
OVERALL TOTAL	737	1.6	738	1.5

Observations: Last year, according to surveyed employers, certain sizes of organizations experienced decreases in numbers of salaried employees while others experienced increases. The greatest increases were experienced by organizations with five hundred to 999 employees (3.4%), one to 99 employees (3.2%), one thousand to 4,999 employees (1.9%), and one hundred to 499 employees (1.9%).

Decreases were experienced by organizations with five thousand to 9,999 employees (-2.9%) and those organizations with more than 10,000 employees (-0.6%).

This year, increases are expected in numbers of salaried employees working for organizations with one to 99 employees (2.9%), one hundred to 499 employees (1.9%), one thousand to 4,999 employees (1.8%), five hundred to 999 employees (1.5%), and 5,000 to 9,999 employees (0.6%).

Some other organizations with 10,000 or more employees will be expecting further decreases in number of employees (-0.8%).

How many new college graduates were hired by your organization last year (1985-1986), and how many do you expect to hire this year (1986-1987)? Responses are listed by EMPLOYER CATEGORY.

	NUMBER OF NEW HIRES LAST YEAR		ANTICIPATED NEW HIRES THIS YEAR		% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	NUMBER OF EMPLOYER	TOTAL NUMBER	%
.....EMPLOYER CATEGORIES					
TOTAL NUMBER OF NEW HIRES	647	61651	634	58942	-2.4

Observations: Last year, 642 employers responding to this survey hired a total of 61,651 new college graduates. This compares to 593 employers who hired 66,012 new graduates in 1984-85, and 499 employers who hired 60,076 new graduates in 1983-84.

No new college graduates were hired during 1985-86 by 96 of 761 employers responding to this year's survey. This compares to 69 of 710 organizations in 1984-85, and 80 of 658 organizations in 1983-84.

This year (1986-87), quotas for hiring new college graduates among 634 organizations who expected to hire totaled 58,942. This compares to an anticipated goal of 67,347 in 1985-86 for 619 of 710 organizations and 66,500 in 1984-85 for 514 of 658 organizations.

This year, 103 of 761 organizations do not expect to hire new graduates, compared to 72 in 1985-86 and 69 in 1984-85 who indicated no new college graduate quotas.

How many new college graduates were hired by your organization last year (1985-86), and how many do you expect to hire this year (1986-87) for professional positions? Responses are listed by EMPLOYER SIZE.

	NUMBER OF NEW HIRES LAST YEAR		ANTICIPATED NEW HIRES THIS YEAR		% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	NUMBER OF EMPLOYER	TOTAL NUMBER	%
EMPLOYER SIZES					
1-99	62	383	64	406	2.7
100-499	151	2101	145	2063	2.3
500-999	91	2968	88	3063	6.7
1000-4999	196	12700	190	12974	5.4
5000-9999	65	9590	64	9302	-1.5
10,000+	82	33909	83	31134	-9.3
TOTAL NUMBER OF NEW HIRES	647	61651	634	58942	-2.4

Observations: Quotas for large employers are lower, while quotas for smaller organizations are higher, according to surveyed employers. Size of organizations with increases include employers with 500 to 999 employees (6.7%); one thousand to 4,999 employees (5.4%); employers with one to 99 employees (2.7%); and employers with one hundred to 499 employees (2.3%).

Decreases in quotas for this year versus last year were experienced by organizations with 5,000 to 9,999 employees (-1.5%); and 10,000 or more employees (-9.3%).

How many new college graduates were hired by your organization last year (1985-86), and how many do you expect to hire this year (1986-87) for professional positions? Responses are listed by GEOGRAPHICAL REGION.

	NUMBER OF NEW HIRES LAST YEAR		ANTICIPATED NEW HIRES THIS YEAR		% CHANGE FROM LAST YEAR
	NUMBER OF EMPLOYER	TOTAL NUMBER	NUMBER OF EMPLOYER	TOTAL NUMBER	MEAN
.....GEOGRAPHICAL REGIONS					
NORTHEAST	135	15182	132	16203	9.2
SOUTHEAST	73	7795	74	8441	6.8
NORTHCENTRAL	309	20170	303	19033	-3.8
SOUTHCENTRAL	49	7070	46	6081	-8.4
NORTHWEST	31	2512	30	1707	-29.8
SOUTHWEST	50	8922	49	7477	-14.5
TOTAL NUMBER OF NEW HIRES	647	61651	634	58942	-2.4

Observations: Last year, the geographical regions with the most hires were the northcentral region (20,170) and the northeastern region (15,182). Hires in the other regions ranked as follows: southwestern region (8,922), southeastern region (7,795), southcentral region (7,070), and the northwestern region (2,512).

This year, the greatest numbers of new hires will remain in the northcentral region (19,033) and the northeastern region (16,203). These will be followed by the southeastern region (8,441), southwestern region (7,477), the southcentral region (6,081), and northwestern region (1,707).

Expected to increase the most in hiring quotas will be the northeastern region (9.2%) and the southeastern region (6.8%). All other regions of the country are expecting hiring quotas to decrease: northwestern region (-29.8%), southwestern region (-14.5%), southcentral region (-8.4%), and the northcentral region (-3.8%).

For 1985-86, what percent of your offers of employment to new college graduates were accepted? Responses are listed for both TECHNICAL and NON-TECHNICAL college graduates.

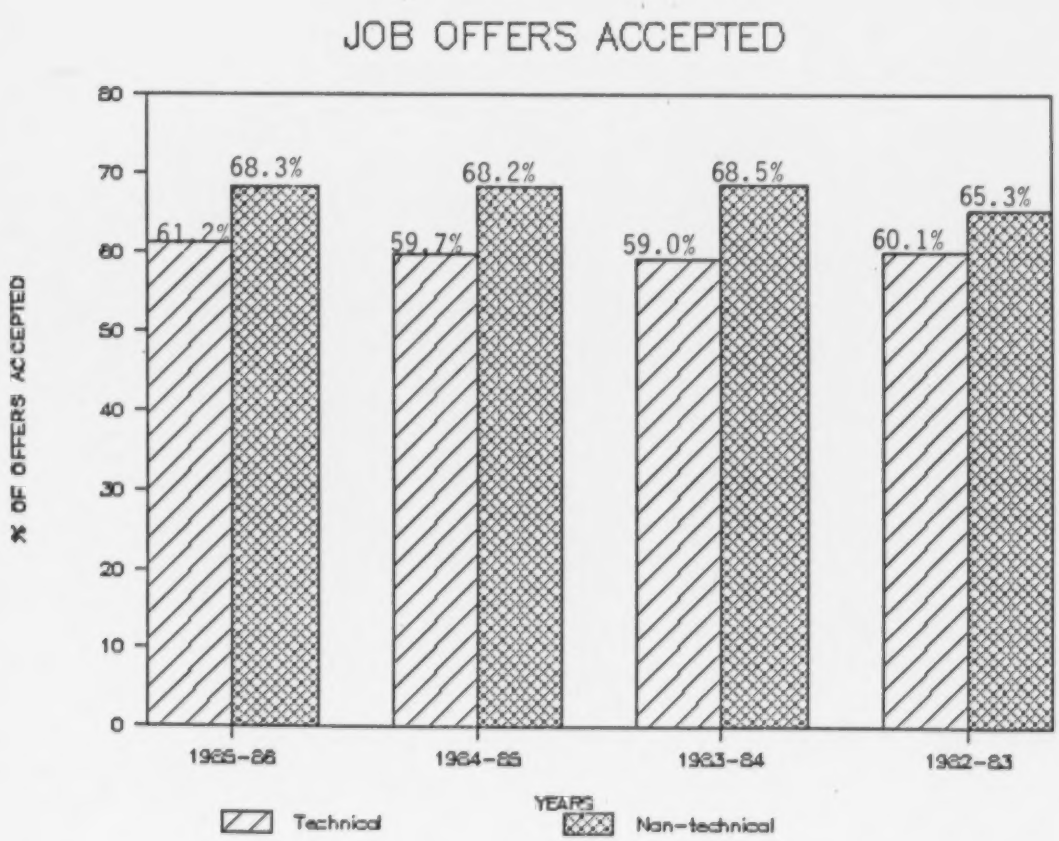
	TECHNICAL COLLEGE GRADUATES			NON-TECHNICAL COLLEGE GRADUATES		
EMPLOYER CATEGORIES	NUMBER OF EMPLOYER	TOTAL %	MEAN	NUMBER OF EMPLOYER	TOTAL %	MEAN
ACCOUNTING	9	540	60.00	11	432	39.27
AEROSPACE	19	1278	67.26	15	917	61.13
AGRIBUSINESS	3	185	61.67	4	200	50.00
AUTOMOTIVE	28	2064	73.71	21	1420	67.62
BANKING FIN	27	902	33.41	46	3194	69.43
CHEMICALS	25	1598	63.92	18	1185	65.83
COMMUNICATION	1	75	75.00	5	332	66.40
CONSTRUCTION	14	875	62.50	13	914	70.31
EDUCATION	48	2646	55.13	85	6844	80.52
ELECTR MACH	22	1356	61.64	17	1079	63.47
ELECTRONICS	36	2410	66.94	27	1986	73.56
RESTAURANTS	22	1247	56.68	29	1955	67.41
PACKAGING	7	573	81.86	8	626	78.25
GOVERNMENT	15	910	60.67	13	1038	79.85
HOSPITALS	13	897	69.00	9	565	62.78
HOTELS MOTELS	3	3	1.00	8	369	46.13
MERCHANDISING	13	489	37.62	26	1666	64.08
METALS PRODES	22	1355	61.59	19	1087	57.21
MILITARY	2	160	80.00	4	310	77.50
PETROLEUM	12	846	70.50	12	830	69.17
PRINTING PUBL	4	290	72.50	5	435	87.00
UTILITIES	52	3544	68.15	40	2640	66.00
RESEARCH	37	2515	67.97	24	1498	62.42
SERV VOL ORGS	5	236	47.20	9	457	50.78
TIRE RUBBER	3	140	46.67	3	223	74.33
CONGLOMERATES	12	671	55.92	11	716	65.09
TOTAL	454	27805	61.24	482	32918	68.29

(Continued)

Continued . . .

Observations: Although one excellent measure of past job market trends is the number of new college graduates hired by surveyed employers, another is the percentage of job offers accepted. Of offers made to technical college graduates during 1985-86, 61.2% were accepted with surveyed employers. This compares to an acceptance rate of 59.7% in 1984-85, 59.0% in 1983-84, and 60.1% in 1982-83. An increase in acceptance rate suggests a worsening of the job market for technical graduates.

Offers of employment to non-technical college graduates were accepted at the rate of 68.3% during 1985-86, according to surveyed employers. This compares to an acceptance rate of 68.2% during 1984-85, 68.5% in 1983-84, and 65.3% in 1982-83. This increase in acceptance rate during the last four years suggests a continuing erosion in the job market for non-technical graduates during this time.



For 1985-86, what percent of your offers of employment to new college graduates were accepted? Responses are listed by EMPLOYER TYPE.

	TECHNICAL COLLEGE GRADUATES			NON-TECHNICAL COLLEGE GRADUATES		
	NUMBER OF EMPLOYER	TOTAL %	MEAN	NUMBER OF EMPLOYER	TOTAL %	MEAN
EMPLOYER TYPES						
INDUSTRY & MANUFACTURER	247	16514	66.96	202	13542	67.04
BUSINESS & SERVICE	130	6904	53.11	167	10468	62.68
GOVERNMENT	17	1070	62.94	17	1348	79.29
EDUCATION	48	2646	55.13	85	6844	80.52
CONGLOMERATES	12	671	55.92	11	716	65.09
TOTAL	454	27805	61.24	482	32918	68.29

Observations: The highest acceptance rates for offers of employment to non-technical graduates were received by educational institutions (80.5%) and government agencies (79.3%). Those employer types receiving lower acceptance rates were industrial and manufacturing organizations (67.0%), conglomerates (65.1%), and business and service organizations (62.7%). Similar acceptance rates were experienced by these organization types for technical graduates.

Responses are listed by EMPLOYER SIZE.

	TECHNICAL COLLEGE GRADUATES			NON-TECHNICAL COLLEGE GRADUATES		
	NUMBER OF EMPLOYER	TOTAL %	MEAN	NUMBER OF EMPLOYER	TOTAL %	MEAN
EMPLOYER SIZES						
1-99	40	2292	57.30	44	2238	50.86
100-499	106	6839	64.52	107	6880	64.30
500-999	60	3747	62.45	64	4944	77.25
1000-4999	142	8234	57.99	153	11094	72.51
5000-9999	47	3061	65.13	51	3651	71.59
10,000+	59	3632	61.56	63	4111	65.25
TOTAL	454	27805	61.24	482	32918	68.29

Observations: For non-technical college graduates, the highest acceptance rates were received by organizations with five hundred to 999 employees (77.3%). In the middle range of acceptance rates were employers with 1,000 to 4,999 employees (72.5%), employers with 5,000 to 9,999 employees (71.6%), employers with 10,000 or more employees (65.3%), and employers with one hundred to 499 employees (64.3%). The lowest acceptance rate for non-technical graduates was experienced by employers with one to 99 employees (50.9%). Similar, but higher, rates of acceptance were experienced for technical college graduates.

This year (1986-87), what changes does your organization anticipate in the hiring of new college graduates? Responses are listed by TYPE OF GRADUATES.

	TOTAL	
	N	MEAN
.....TYPES OF GRADUATES		
BACHELORS GRADUATES	523	-0.5
WOMEN GRADUATES	537	2.5
MINORITY GRADUATES	527	4.0
HANDICAPPER GRADUATES	426	0.1
MASTER GRADUATES	385	0.2
MBA GRADUATES	309	-0.2
DOCTORAL GRADUATES	237	-0.1

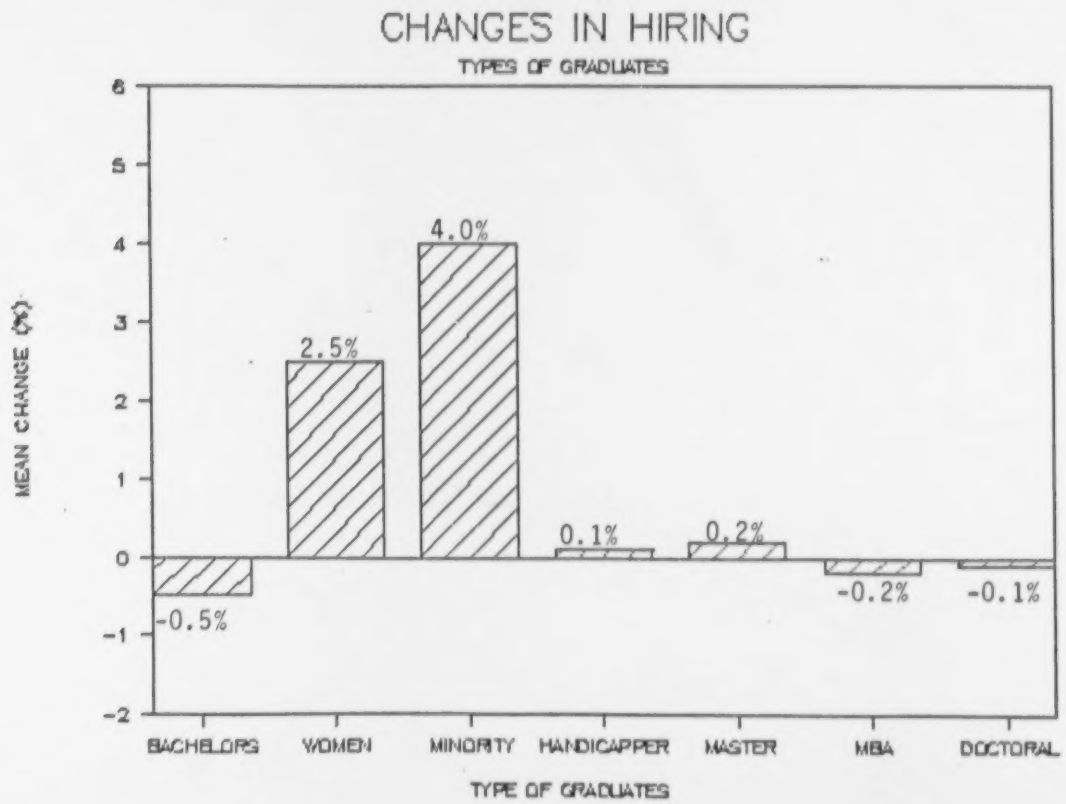
Observations: During the 1986-87 recruiting season, surveyed employers expect to hire about 0.5% fewer bachelor's degree graduates than they hired during 1985-86. This compares to an expected increase of 1.4% in 1985-86, 9.2% in 1984-85, and 5.0% in 1983-84. From these data, surveyed employers are anticipating only a slight decrease from last year's job market for new college graduates.

For minorities, quotas are expected to increase 4.0% above last year's quotas. These targets compare to an expected increase of 6.5% for 1985-86 and 10.2% in 1984-85.

For women graduates, quotas are 2.5% higher than last year. This compares to an increase of 4.7% in 1985-86 and 7.7% in 1984-85.

Master graduates quota were expected to increase only slightly for 1986-87 (0.2%). MBA and doctoral candidate quotas were expected to decrease only slightly for 1986-87: -0.2% and -0.1%, respectively.

For handicapper graduates, not much change in quotas is expected (0.1%).



This year (1986-87), what changes does your organization anticipate in the hiring of new college graduates? Responses are listed for each ACADEMIC MAJOR at the bachelor's degree level.

	TOTAL	
	N	MEAN
.....ACADEMIC MAJORS		
AGRICULTURE	119	-0.1
NATURAL RESOURCES	111	0.3
ACCOUNTING	374	0.8
FINANCIAL ADMIN	272	0.8
GEN BUS ADMIN	308	0.4
HOTEL REST INST MGT	118	2.9
MARKETING/SALES	275	2.1
PERSONNEL	251	-0.0
ADVERTISING	152	-1.4
COMMUNICATIONS	174	0.1
JOURNALISM	146	0.1
TELECOMMUNICATION	147	0.6
EDUCATION	200	1.7
CHEMICAL ENGR	201	0.7
CIVIL ENGR	187	-0.1
COMPUTER SCIENCE	324	0.9
ELECTRICAL ENGR	296	1.2
INDUSTRIAL ENGR	223	0.1
MECHANICAL ENGR	293	-0.3
METALLURGY MATERIALS SCIENCE	149	-0.5
HUMAN ECOL/HOME ECONOMICS	116	-0.1
LIBERAL ARTS/ARTS/LETTERS	200	0.2
CHEMISTRY	198	0.6
GEOLOGY	129	-1.1
MATHEMATICS	199	0.7
PHYSICS	176	-1.0
RETAILING	127	0.9
SOCIAL SCIENCES	147	0.0

Observations: Although surveyed employers expect to hire about 0.5% fewer bachelor's degree graduates this year (1986-87), demand for individual academic majors will vary significantly.

The greatest increases in demand will be experienced by majors in hotel, restaurant, and institutional management (2.9%); marketing/sales (2.1%); education (1.7%); electrical engineers (1.2%); retailing (0.9%); computer science (0.9%); accounting (0.8%); financial administration (0.8%); chemical engineers (0.7%); mathematics (0.7%); chemistry (0.6%); and telecommunication (0.6%).

Only slight increases in demand are expected for general business administration (0.4%); natural resources (0.3%); liberal arts/arts and letters (0.2%); communications (0.1%); industrial engineering (0.1%); and journalism (0.1%).

No change in the job market is expected for majors in personnel administration (0.0%) and social science (0.0%).

Decreases in demand are expected for majors in civil engineering (-0.1%); human ecology/home economics (-0.1%); agriculture (-0.1%); mechanical engineers (-0.3%); metallurgy materials science (-0.5%); physics (-1.0%); geology (-1.1%); and advertising (-1.4%).

This year (1986-87), what change does your organization anticipate in the hiring of new college graduates? Responses are listed by EMPLOYER SIZE for hiring new college graduates at the bachelor's degree level.

	TOTAL	
	N	MEAN
.....EMPLOYER SIZES		
1-99	48	-1.6
100-499	127	-0.1
500-999	67	-0.8
1000-4999	158	0.1
5000-9999	48	-0.8
10,000+	75	-1.0
OVERALL TOTAL	523	-0.5

Observations: Size of an organization will have an influence on anticipated hiring quotas for new college graduates. The greatest increase in hiring is expected for organizations with 1,000 to 4,999 employees (0.1%). Moderate decreases in hiring are expected for employers with 100 to 499 employees (-0.1%), 500 to 999 employees (-0.8%), 5,000 to 9999 employees (-0.8%), 10,000 or more (-1.0%), and one to 99 employees (-1.6%).

Responses are listed by GEOGRAPHICAL REGION for hiring new college graduates at the bachelor's degree level.

	TOTAL	
	N	MEAN
.....GEOGRAPHICAL REGIONS		
NORTHEAST	113	1.2
SOUTHEAST	57	1.5
NORTHCENTRAL	248	-0.8
SOUTHCENTRAL	33	-2.6
NORTHWEST	29	-4.6
SOUTHWEST	42	-1.1
OVERALL TOTAL	522	-0.5

Observations: Different regions of the country are expected to have varying changes in demand for college graduates. Expected to increase the most in hiring quotas will be the southeastern region (1.5%) and the northeastern region (1.2). Moderate decreases are expected in the northcentral region (-0.8%), southwestern region (-1.1%), and southcentral region (-2.6%). A significant decrease in hiring quotas is expected in the northwestern region (-4.6%).

What change do you anticipate in the number of INTERVIEW SCHEDULES arranged by your organization on college campuses this year (1986-87)? Responses are listed by EMPLOYER CATEGORY.

	TOTAL	
	N	MEAN
.....EMPLOYER CATEGORIES		
ACCOUNTING	19	0.4
AEROSPACE	18	-2.4
AGRIBUSINESS	6	0.5
AUTOMOTIVE	21	-7.4
BANKING FIN	40	1.9
CHEMICALS	26	-3.5
COMMUNICATION	4	0.5
CONSTRUCTION	13	2.8
EDUCATION	87	5.1
ELECTR MACH	22	-2.5
ELECTRONICS	32	-9.9
RESTAURANTS	33	-0.3
PACKAGING	7	0.0
GOVERNMENT	17	-2.8
HOSPITALS	13	1.6
HOTELS MOTELS	8	0.8
MERCHANDISING	28	3.2
METALS PRODS	20	-1.2
MILITARY	5	-1.3
PETROLEUM	13	-23
PRINTING PUBL	5	3.0
UTILITIES	49	-3.1
RESEARCH	35	0.0
SERV VOL ORGS	5	1.9
TIRE RUBBER	2	-0.8
CONGLOMERATES	11	-11
OVERALL TOTAL	539	-1.1

Observations: Employers responding to this survey report a very slight decrease in numbers of interview schedules on college campuses (-1.1%) this year. Last year, campus interview schedules increased by (2.6%).

Changes in numbers of interview schedules will vary again this year according to type of organization. Surveyed employers report that the greatest increases in interview schedules can be expected from the following: Educational institutions (5.1%); merchandising and retail services (3.2%); printing, publishing, and informational services (3.0%); construction and building materials manufacturers (2.8%); banking finance and insurance (1.9%); service and volunteer organizations (1.9%); and hospitals and health services (1.6%).

Moderate increases in number of campus interview schedules are expected from hotels, motels, resorts and recreational services (0.8%); communication-radio, TV, and newspapers (0.5%); agribusiness (0.5%); and accounting (0.4%).

No change in numbers of campus interview schedules is expected for research and consulting services (0.0%); and glass, paper, packaging and allied products (0.0%).

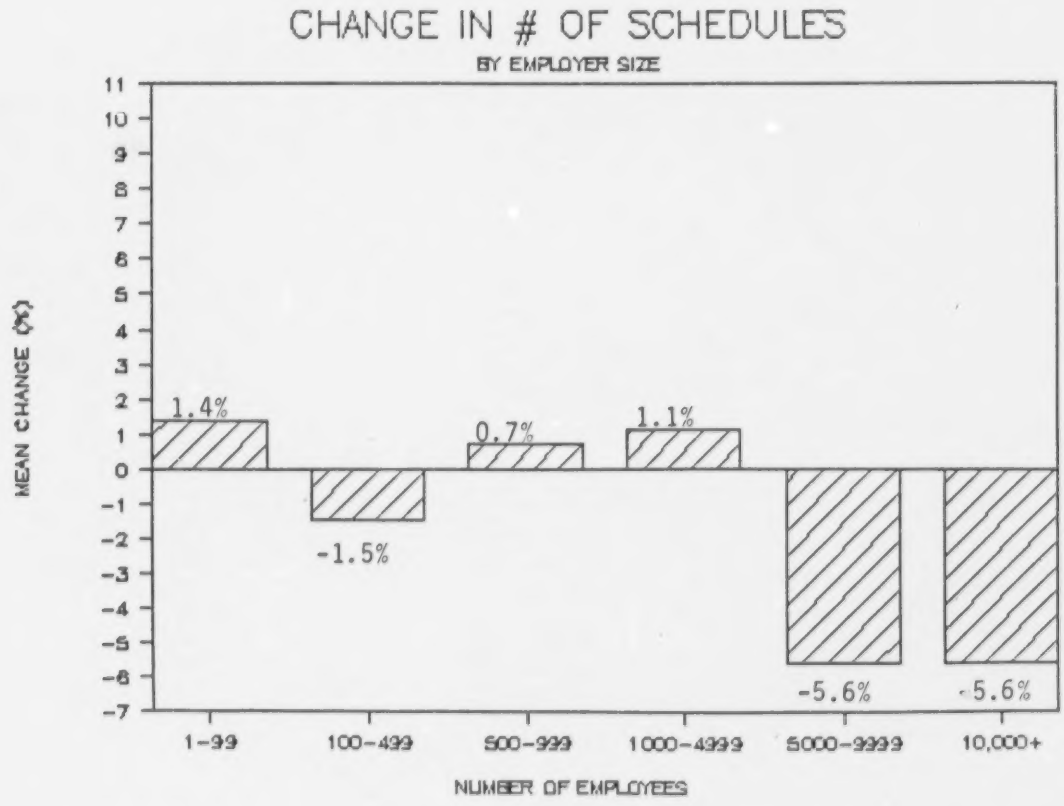
Those organizations expecting declines in numbers of interview schedules on college campuses will include food, beverage processing, and restaurants (-0.3%); tire and rubber products (-0.8%); metals and metal products (-1.2%); military services (-1.3%); aerospace and components (-2.4%); electrical machinery and equipment (-2.5%); governmental administration (-2.8%); public utilities including transportation (-3.1%); chemicals, drugs, and allied products (-3.5%); automotive and mechanical equipment (-7.4%); electronics and instruments (-9.9%); diversified conglomerates (-11.0%); and petroleum and allied products (-23.0%).

Of the employers responding to this year's Recruiting Trends survey, 97 do not expect to interview on any college campuses.

What change do you anticipate in the number of INTERVIEW SCHEDULES arranged by your organization on college campuses this year (1986-87)? Responses are listed by EMPLOYER SIZE.

	TOTAL	
	N	MEAN
EMPLOYER SIZES		
1-99	48	1.4
100-499	101	-1.5
500-999	79	0.7
1000-4999	173	1.1
5000-9999	59	-5.6
10,000+	79	-5.6
OVERALL TOTAL	539	-1.1

Observations: An overall decrease of -1.1% in campus interview schedules is expected this year. The most significant increases in campus interview schedules are expected from employers with one to 99 employees (1.4%), employers with 1,000 to 4,999 employees (1.1%), and employers with 500 to 999 employees (0.7%). Decreases in campus interview schedules are expected by employers with 100 to 499 employees (-1.5%), employers with 5,000 to 9,999 employees (-5.6%),and employers with 10,000 or more employees (-5.6%).



What change do you anticipate in the number of CAMPUS VISITS for recruiting by your organization this year (1986-87)? Responses are listed by EMPLOYER CATEGORY.

	TOTAL	
	N	MEAN
.....EMPLOYER CATEGORIES		
ACCOUNTING	19	1.2
AEROSPACE	18	-4.5
AGRIBUSINESS	6	0.3
AUTOMOTIVE	22	-6.7
BANKING FIN	38	2.5
CHEMICALS	26	-2.2
COMMUNICATION	4	0.5
CONSTRUCTION	12	1.3
EDUCATION	87	4.7
ELECTR MACH	22	-4.3
ELECTRONICS	33	-8.7
RESTAURANTS	33	0.3
PACKAGING	6	-0.1
GOVERNMENT	20	-2.3
HOSPITALS	16	-6.8
HOTELS MOTELS	8	1.3
MERCHANDISING	28	0.5
METALS PRODS	20	-1.4
MILITARY	6	12.0
PETROLEUM	13	-23
PRINTING PUBL	5	3.0
UTILITIES	49	-3.6
RESEARCH	34	-0.2
SERV VOL ORGS	5	3.3
TIRE RUBBER	2	0.8
CONGLOMERATES	11	-4.0
OVERALL TOTAL	543	-1.3

Observations: Employers are expecting to conduct approximately -1.3% less campus visits this year, according to those organizations surveyed. This compares to an increase of 2.8% last year. However, 96 organizations do not expect to visit any college campuses this year.

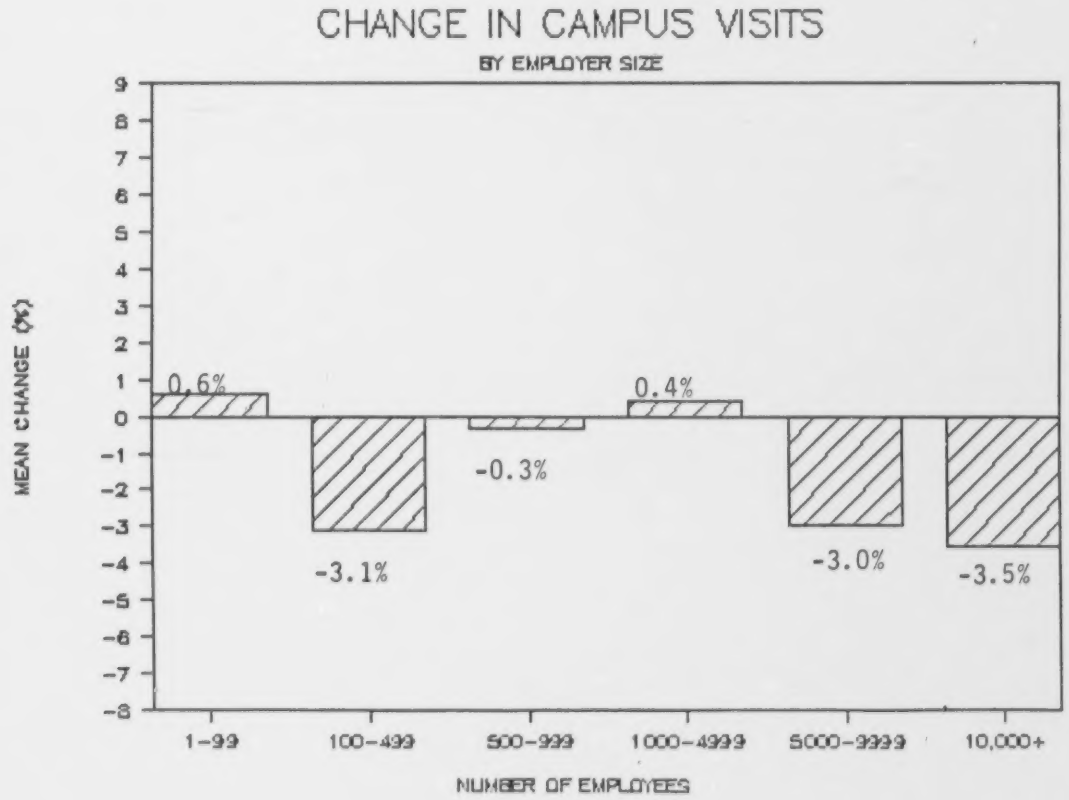
Again this year, changes in numbers of campus visits will vary significantly among categories of employers, according to surveyed organizations. Those employers with increases in campus visits planned for this year include military services (12.0%); educational institutions (4.7%); service and volunteer organizations (3.3%); printing, publishing, and informational services (3.0%); banking finance and insurance (2.5%); construction and building materials manufacturers (1.3%); hotels, motels, resorts and recreational services (1.3%); accounting (1.2%); tire and rubber products (0.8%); merchandising and retail services (0.5%); communication-radio, TV, and newspapers (0.5%); food, beverage processing, and restaurants (0.3%); and agribusiness (0.3%).

Decreases in numbers of campus visits can be expected from glass, paper, packaging and allied products (-0.1%); research and consulting services (-0.2%); metals and metal products (-1.4%); chemicals, drugs, and allied products (-2.2%); governmental administration (-2.3%); public utilities including transportation (-3.6%); diversified conglomerates (-4.0%); electrical machinery and equipment (-4.3%); aerospace and components (-4.5%); automotive and mechanical equipment (-6.7%); hospitals and health services (-6.8%); electronics and instruments (-8.7%); and petroleum and allied products (-23.0%).

What change do you anticipate in the number of CAMPUS VISITS for recruiting by your organization this year (1986-87)? Responses are listed by EMPLOYER SIZE.

	TOTAL	
	N	MEAN
.....EMPLOYER SIZES		
1-99	46	0.6
100-499	102	-3.1
500-999	79	-0.3
1000-4999	175	0.4
5000-9999	59	-3.0
10,000+	82	-3.5
OVERALL TOTAL	543	-1.3

Observations: Size of organization will also influence the numbers of campus visits this year, according to surveyed employers. Increases in campus visits can be expected from employers with one to 99 employees (0.6%); and employers with 1,000 to 4,999 employees (0.4%). Decreases in numbers of campus visits can be expected from employers with 500 to 999 employees (-0.3%); employers with 5,000 to 9,999 employees (-3.0%); employers with 100 to 499 employees (3.1%); and employers with 10,000 or more employees (-3.5%).



What percentage change does your organization anticipate in salary offers to 1986-87 college graduates by academic major and degree level? Listed below are anticipated changes in salary offers for various TYPES OF GRADUATES.

	PERCENTAGE CHANGE IN SALARY OFFER												TOTAL	WEIGHTED
	INC. OVER 10%	INC. 9-10%	INC. 7-8%	INC. 5-6%	INC. 3-4%	INC. 1-2%	SAME	DEC. 1-2%	DEC. 3-4%	DEC. 5-6%	DEC. 9-10%	DEC. OVER 10%		
.....TYPES OF GRADUATES	N	N	N	N	N	N	N	N	N	N	N	N	N	MEAN
BACHELORS GRADUATES	8	12	16	93	143	75	149	5	6	6	1	2	516	2.9
WOMEN GRADUATES	6	15	14	84	132	80	145	3	5	6	.	2	492	2.9
MINORITY GRADUATES	5	15	17	77	129	69	141	2	5	5	.	1	466	3.0
HANDICAPPER GRADUATES	3	8	9	52	95	46	144	2	4	3	.	.	366	2.6
MASTER GRADUATES	5	10	15	57	97	49	124	2	4	3	2	.	368	2.9
MBA GRADUATES	4	9	11	38	74	36	113	4	1	1	.	.	291	2.8
DOCTORAL GRADUATES	5	5	11	29	49	28	103	2	3	2	.	1	238	2.5

Observations: According to employers responding to this survey, starting salary offers for bachelor's degree graduates will increase by 2.9% this year. This compares to an increase of 1.8% predicted for last year.

Starting salary offers for women and minorities will increase by an average of 2.9% and 3.0%, respectively. For MBA, master's and doctoral degree graduates, increases of 2.8%, 2.9%, and 2.5%, respectively, are anticipated.

(Continued)

What percentage change does your organization anticipate in salary offers to 1986-87 college graduates by academic major and degree level? Listed below are anticipated changes in salary offers for bachelor's degree graduates expected by various EMPLOYER CATEGORIES.

	TOTAL	
	N	MEAN
.....EMPLOYER CATEGORIES		
ACCOUNTING	16	5.0
AEROSPACE	15	1.9
AGRIBUSINESS	5	0.0
AUTOMOTIVE	22	1.8
BANKING FIN	41	3.3
CHEMICALS	22	2.9
COMMUNICATION	5	2.4
CONSTRUCTION	11	3.5
EDUCATION	90	4.2
ELECTR MACH	21	2.3
ELECTRONICS	31	3.4
RESTAURANTS	27	3.0
PACKAGING	8	1.0
GOVERNMENT	19	2.6
HOSPITALS	15	2.1
HOTELS MOTELS	6	1.7
MERCHANDISING	26	2.8
METALS PRODES	16	1.5
MILITARY	6	1.7
PETROLEUM	13	1.7
PRINTING PUBL	5	2.8
UTILITIES	46	3.0
RESEARCH	30	1.9
SERV VOL ORGS	8	4.8
TIRE RUBBER	2	1.0
CONGLOMERATES	10	2.8
OVERALL TOTAL	516	2.9

Observations: The average starting salary increase expected this year for new bachelor's degree graduates is 2.9%. Just a few employer categories are expecting to offer starting salary increases of 4.0% or more. These include accounting (5.0%); service and volunteer organizations (4.8%); and educational institutions (4.2%).

Starting salary increases in the range of 3.0% to 3.9% include construction and building materials manufacturers (3.5%); electronics and instruments (3.4%); banking, finance, and insurance (3.3%); food, beverage processing, and restaurants (3.0%); and public utilities including transportation (3.0%); .

Increases of 2.0% to 2.9% are anticipated by chemicals, drugs, and allied products (2.9%); merchandising and retail services (2.8%); printing, publishing, and informational services (2.8%); diversified conglomerates (2.8%); governmental administration (2.6%); communication-radio, TV, and newspapers (2.4%); electrical machinery and equipment (2.3%); and hospitals and health services (2.1%).

Increases of 1.9% or less are expected from research and consulting services (1.9%); aerospace and components (1.9%); automotive and mechanical equipment (1.8%); petroleum and allied products (1.7%); hotels, motels, resorts, and recreational services (1.7%); military services (1.7%); metals and metal products (1.5%); glass, paper, packaging and allied products (1.0%); and tire and rubber products (1.0%).

No increase in starting salary offers are expected by agribusiness organizations (0.0%).

What percentage change does your organization anticipate in salary offers to 1986-87 college graduates by academic major and degree level? Listed below are anticipated changes in salary offers for bachelor's degree graduates expected with various ACADEMIC MAJORS.

	TOTAL	
	N	MEAN
.....ACADEMIC MAJORS		
AGRICULTURE	110	1.4
NATURAL RESOURCES	99	1.3
ACCOUNTING	341	2.5
FINANCIAL ADMIN	252	2.2
GEN BUS ADMIN	276	2.3
HOTEL REST INST MGT	114	1.8
MARKETING/SALES	244	2.5
PERSONNEL	226	2.0
ADVERTISING	136	1.7
COMMUNICATIONS	162	1.6
JOURNALISM	138	1.4
TELECOMMUNICATION	137	1.6
EDUCATION	190	3.1
CHEMICAL ENGR	182	1.9
CIVIL ENGR	173	1.9
COMPUTER SCIENCE	279	2.5
ELECTRICAL ENGR	274	2.6
INDUSTRIAL ENGR	202	2.2
MECHANICAL ENGR	272	2.2
METALLURGY MATERIALS SCIENCE	132	1.6
HUMAN ECOL/HOME ECONOMICS	104	1.6
LIBERAL ARTS/ARTS/LETTERS	186	1.9
CHEMISTRY	177	2.1
GEOLOGY	114	1.5
MATHEMATICS	183	2.2
PHYSICS	159	2.0
RETAILING	117	1.7
SOCIAL SCIENCES	136	1.9

Observations: Starting salary offers for new bachelor's degree graduates are expected to increase by an average of 2.9% for 1986-87, somewhat higher than last year's increase of 1.8%. Highest among anticipated increases for new bachelor's degree graduates with specific academic majors this year will be education majors (3.1%).

Substantial starting salary increases are also expected for electrical engineers (2.6%); marketing/sales (2.5%); computer science (2.5%); accounting (2.5%); general business administration (2.3%); mathematics (2.2%); industrial engineers (2.2%); financial administration (2.2%); mechanical engineers (2.2%); chemistry (2.1%); personnel administration (2.0%); and physics (2.0%).

Moderate increases are anticipated for civil engineers (1.9%); social sciences (1.9%); chemical engineers (1.9%); liberal arts/arts and letters (1.9%); hotel, restaurant, and institutional management (1.8%); retailing (1.7%); advertising (1.7%); metallurgy materials science (1.6%); communications (1.6%); telecommunication (1.6%); human ecology/home economics (1.6%); geology (1.5%); journalism (1.4%); agriculture (1.4%); and natural resources (1.3%).

What percentage change does your organization anticipate in salary offers to 1986-87 college graduates by academic major and degree level? Listed below are anticipated changes in salary offers for bachelor's degree graduates expected in GEOGRAPHICAL REGIONS of the United States.

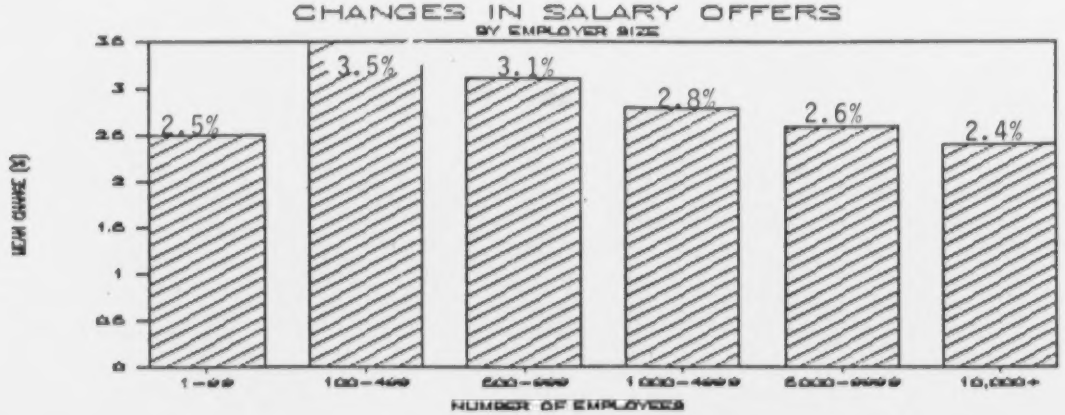
	TOTAL	
	N	MEAN
.....GEOGRAPHICAL REGIONS		
NORTHEAST	103	2.3
SOUTHEAST	62	3.5
NORTHCENTRAL	249	3.1
SOUTHCENTRAL	36	3.1
NORTHWEST	26	1.8
SOUTHWEST	40	3.1
OVERALL TOTAL	516	2.9

Observations: Starting salary offers for 1986-87 bachelor's degree graduates will also be influenced by geographical regions of the country, according to surveyed employers. The greatest starting salary increases are expected for the southeastern region (3.5%), northcentral region (3.1%), southcentral region (3.1%), and southwestern region (3.1%). Moderate increases are expected in the northeastern region (2.3%). The smallest increases are expected in the northwestern region (1.8%).

Listed below are anticipated changes in salary offers for bachelor's degree graduates among various EMPLOYER SIZES.

	TOTAL	
	N	MEAN
.....EMPLOYER SIZES		
1-99	45	2.5
100-499	127	3.5
500-999	72	3.1
1000-4999	153	2.8
5000-9999	53	2.6
10,000+	66	2.4
OVERALL TOTAL	516	2.9

Observations: Employer size will also influence starting salaries. The greatest increases are expected by employers with one hundred to 499 employees (3.5%) and employers with five hundred to 999 employees (3.1%). Next on the list were employers with one thousand to 4,999 employees (2.8%), five thousand to 9,999 employees (2.6%), and one to 99 employees (2.5%). The smallest starting salary increases are expected from employers with 10,000 or more employees (2.4%).



ACADEMIC MAJORS, ESTIMATED PERCENT CHANGE,
AND ESTIMATED STARTING SALARIES FOR 1986-87

Academic Majors Bachelor's Degrees	Estimated % Change	Estimated Starting Salary 1986-87
Electrical Engineering	2.6%	$ 29,680
Mechanical Engineering	2.2	29,636
Chemical Engineering	1.9	29,254
Metallurgy Materials Science	1.6	28,309
Computer Science	2.5	28,087
Industrial Engineering	2.2	27,643
Civil Engineering	1.9	25,399
Chemistry	2.1	23,474
Physics	2.0	21,269
Accounting	2.5	21,037
Marketing/Sales	2.5	20,809
Mathematics	2.2	20,804
Financial Administration	2.2	20,517
General Business Administration	2.3	19,643
Agriculture	1.4	19,293
Personnel Administration	2.0	19,267
Telecommunication	1.6	18,730
Advertising	1.7	18,307
Geology	1.5	18,184
Social Science	1.9	17,939
Hotel, Restaurant, Inst. Management	1.8	17,899
Education	3.1	17,874
Communications	1.6	17,853
Natural Resources	1.3	17,077
Liberal Arts/Arts and Letters	1.9	16,975
Retailing	1.7	16,672
Human Ecology/Home Economics	1.6	16,499
Journalism	1.4	15,743
Averages for Different Degree Levels		
Bachelor's	2.9	21,815
Master's	2.9	26,628
Ph.D.	2.5	30,754

*Source for base starting salaries when preparing this chart: John D. Shingleton and Edwin B. Fitzpatrick, Annual Salary Report---1985-86. East Lansing, Michigan: Placement Services, Michigan State University, 1986.

Observations: Highest among starting salaries this year for new college graduates are electrical engineering ($29,680), mechanical engineering ($29,636), chemical engineering ($29,254), metallurgy materials science ($28,309) and computer science ($28,087). The greatest increases in starting salary offers this year were for education (3.1%), electrical engineering (2.6%), computer science (2.5%), accounting (2.5%), and marketing/sales (2.5%). Estimated starting salary offers for other academic majors are listed above.

Did your organization have any students renege on offers of employment last year (1985-86)?

	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
NO RESPONSE	215	.	.	.
YES	229	229	46.926	46.926
NO	259	488	53.074	100.000

Observations: Of 488 employers who responded to this question, 229 (46.9%) had at least one graduating student renege on an offer of employment last year.

Did your organization renege on any offers of employmemt last year (1985-86)?

	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
NO RESPONSE	211	.	.	.
YES	27	27	5.488	5.488
NO	465	492	94.512	100.000

Observations: Of 492 employers who responded, 27 organizations (5.5%) reneged on job offers to new college graduates last year.

Is it against your organization's policy to renege on an offer of employment to a new college graduate?

	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
NO RESPONSE	117	.	.	.
YES	365	365	62.287	62.287
NO	221	586	37.713	100.000

Observations: Of 586 employers who responded, 365 organizations (62.3%) reported that it was against their policies to renege on offers of employment to new college graduates.

How many students reneged on your offers of employment, and if your organization reneged on any offers of employment, how many? Responses are listed by EMPLOYER CATEGORY.

	NUMBER OF STUDENT RENEGING		NUMBER OF ORG. RENEGES	
.....EMPLOYER CATEGORIES	N	TOTAL NUMBER	N	TOTAL NUMBER
ACCOUNTING	8	35	0	.
AEROSPACE	5	13	1	1
AGRIBUSINESS	0	.	1	1
AUTOMOTIVE	11	73	2	6
BANKING FIN	22	72	3	3
CHEMICALS	10	26	0	.
COMMUNICATION	1	7	0	.
CONSTRUCTION	7	21	1	11
EDUCATION	50	278	3	11
ELECTR MACH	11	59	0	.
ELECTRONICS	10	47	5	58
RESTAURANTS	18	206	2	2
PACKAGING	2	3	0	.
GOVERNMENT	13	58	3	4
HOSPITALS	8	200	0	.
HOTELS MOTELS	7	18	1	7
MERCHANDISING	19	98	1	1
METALS PRODES	7	18	0	.
MILITARY	3	9	1	1
PETROLEUM	7	28	1	1
PRINTING PUBL	2	4	0	.
UTILITIES	20	73	2	2
RESEARCH	15	59	2	31
SERV VOL ORGS	5	27	0	.
TIRE RUBBER	2	5	0	.
CONGLOMERATES	5	5	1	7
TOTAL NUMBER OF RENEGES	268	1442	30	147

Observations: According to 283 employers who reported <u>students reneging on job offers</u>, a total of 1,749 cases were reported. The largest numbers of offers reneged were reported by educational institutions (278); food, beverage processing, and restaurants (206); hospitals and health services (200); merchandising and retail services (98); public utilities including transportation (73); automotive and mechanical equipment (73); banking finance and insurance (72); governmental administration (68); research and consulting services (59); electrical machinery and equipment (59); electronics and instruments (52); accounting (35); petroleum and allied products (30).

<u>Employer categories reneging on the most job offers</u> were electronics and instruments (72); research and consulting services (31); governmental administration (29); construction and building materials manufacturers (11); educational institutions (11); diversified conglomerates (7); hotels, motels, resorts and recreational services (7); automotive and mechanical equipment (6).

Did your organization request any CLOSED SCHEDULES when interviewing on college campuses last year? Responses are listed by EMPLOYER CATEGORY.

	REQUEST ANY CLOSED SCHEDULES					
	YES		NO		TOTAL	
.....EMPLOYER CATEGORIES	N	PCTN	N	PCTN	N	PCTN
ACCOUNTING	14	67	7	33	21	100
AEROSPACE	5	33	10	67	15	100
AGRIBUSINESS	3	60	2	40	5	100
AUTOMOTIVE	9	30	21	70	30	100
BANKING FIN	25	58	18	42	43	100
CHEMICALS	12	44	15	56	27	100
COMMUNICATION	2	67	1	33	3	100
CONSTRUCTION	7	44	9	56	16	100
EDUCATION	13	14	79	86	92	100
ELECTR MACH	12	48	13	52	25	100
ELECTRONICS	19	53	17	47	36	100
RESTAURANTS	12	36	21	64	33	100
PACKAGING	5	50	5	50	10	100
GOVERNMENT	4	24	13	76	17	100
HOSPITALS	.	.	13	100	13	100
HOTELS MOTELS	3	43	4	57	7	100
MERCHANDISING	13	52	12	48	25	100
METALS PRODES	11	50	11	50	22	100
MILITARY	2	33	4	67	6	100
PETROLEUM	8	67	4	33	12	100
PRINTING PUBL	2	40	3	60	5	100
UTILITIES	21	40	32	60	53	100
RESEARCH	16	44	20	56	36	100
SERV VOL ORGS	.	.	8	100	8	100
TIRE RUBBER	1	33	2	67	3	100
CONGLOMERATES	7	50	7	50	14	100
OVERALL TOTAL	226	39	351	61	577	100

Observations: Of 577 employers responding, 226 organizations (39%) requested closed schedules when interviewing on college campuses last year. The largest percentages of employers requesting closed schedules were accounting (67%); communication-radio, TV, and newspapers (67%); petroleum and allied products (67%); agribusiness (60%); banking finance and insurance (58%); electronics and instruments (53%); merchandising and retail services (52%); glass, paper, packaging and allied products (50%); diversified conglomerates (50%); and metals and metal products (50%).

Continuing the list were electrical machinery and equipment (48%); chemicals, drugs, and allied products (44%); construction and building materials manufacturers (44%); research and consulting services (44%); hotels, motels, resorts and recreational services (43%); printing, publishing, and informational services (40%); public utilities including transportation (40%); food, beverage processing, and restaurants (36%); aerospace and components (33%); tire and rubber products (33%); military services (33%); automotive and mechanical equipment (30%); governmental administration (24%); educational institutions (14%); service and volunteer organizations (0%); and hospitals and health services (0%).

What change do you foresee in the number of CLOSED SCHEDULES arranged by your organization on college campuses this year (1986-87)?

	TOTAL	
	N	MEAN
.....EMPLOYER CATEGORIES		
ACCOUNTING	20	6.1
AEROSPACE	13	4.4
AGRIBUSINESS	6	13.1
AUTOMOTIVE	28	1.0
BANKING FIN	39	6.6
CHEMICALS	28	4.8
COMMUNICATION	4	0.9
CONSTRUCTION	13	10.5
EDUCATION	80	0.4
ELECTR MACH	19	-5.3
ELECTRONICS	34	-1.5
RESTAURANTS	24	0.4
PACKAGING	10	0.0
GOVERNMENT	17	-0.2
HOSPITALS	11	0.0
HOTELS MOTELS	7	3.3
MERCHANDISING	26	7.3
METALS PRODES	20	5.0
MILITARY	5	-3.5
PETROLEUM	13	-4.5
PRINTING PUBL	4	18.0
UTILITIES	51	2.3
RESEARCH	32	3.0
SERV VOL ORGS	6	0.0
TIRE RUBBER	2	3.8
CONGLOMERATES	13	1.7
OVERALL TOTAL	525	2.4

Observations: Employers responding to this year's survey indicate that approximately 2.4% more closed schedules will be requested by their organizations when interviewing on college campuses this year (1986-87).

Those organizations expecting substantial increases in closed schedules include printing, publishing, and informational services (18.0%); agribusiness (13.1%); construction and building materials manufacturers (10.5%); merchandising and retail services (7.3%); banking, finance, and insurance (6.6%); and accounting (6.1%).

Moderate increases are expected by metals and metal products (5.0%); chemicals, drugs, and allied products (4.8%); aerospace and components (4.4%); tire and rubber products (3.8%); hotels, motels, resorts and recreational services (3.3%); research and consulting services (3.0%); public utilities including transportation (2.3%); diversified conglomerates (1.7%); automotive and mechanical equipment (1.0%); communication-radio, TV, and newspapers (0.9%); food, beverage processing, and restaurants (0.4%); and educational institutions (0.4%).

No change is expected by glass, paper, packaging and allied products (0.0%); hospitals and health services (0.0%); and service and volunteer organizations (0.0%).

Slight decreases in closed schedules are expected by governmental administration (-0.2%); electronics and instruments (-1.5%); military services (-3.5%); petroleum and allied products (-4.5%); electrical machinery and equipment (-5.3%);

That percentage of new hires in your organization came from closed schedules last year (1985-86)? Responses are listed by EMPLOYER CATEGORY.

	% OF NEW HIRES FROM CLOSED SCHEDULES		
	N	TOTAL %	MEAN
EMPLOYER TYPES			
ACCOUNTING	13	434	33.38
AEROSPACE	11	143	13.00
AGRIBUSINESS	4	163	40.75
AUTOMOTIVE	29	236	8.14
BANKING FIN	33	751	22.76
CHEMICALS	21	350	16.67
COMMUNICATION	3	75	25.00
CONSTRUCTION	14	236	16.86
EDUCATION	77	530	6.88
ELECTR MACH	14	270	19.29
ELECTRONICS	31	640	20.65
RESTAURANTS	24	301	12.54
PACKAGING	8	101	12.63
GOVERNMENT	17	58	3.41
HOSPITALS	9	20	2.22
HOTELS MOTELS	7	112	16.00
MERCHANDISING	22	612	27.82
METALS PRODES	19	542	28.53
MILITARY	4	21	5.25
PETROLEUM	10	251	25.10
PRINTING PUBL	2	21	10.50
UTILITIES	44	850	19.32
RESEARCH	27	213	7.89
SERV VOL ORGS	6	0	0.00
TIRE RUBBER	3	35	11.67
CONGLOMERATES	8	105	13.13
TOTAL	460	7070	15.37

Observations: Organizations reporting new college hires from closed schedules indicate that 15.4% of their new hires came from this source. The highest percentages of new college graduates coming from closed schedules were experienced by agribusiness (40.8%); accounting (33.4%); metals and metal products (28.5%); merchandising and retail services (27.8%); petroleum and allied products (25.1%); communication-radio, TV, and newspapers (25.0%); banking, finance, and insurance (22.8%); and electronics and instruments (20.7%).

Percentages of less than 20% were experienced by public utilities including transportation (19.3%); electrical machinery and equipment (19.3%); construction and building materials manufacturers (16.9%); chemicals, drugs, and allied products (16.7%); hotels, motels, resorts and recreational services (16.0%); diversified conglomerates (13.1%); aerospace and components (13.0%); glass, paper, packaging and allied products (12.6%); food, beverage processing, and restaurants (12.5%); tire and rubber products (11.7%); and printing, publishing, and informational services (10.5%).

Less than 10% were obtained by automotive and mechanical equipment (8.1%); research and consulting services (7.9%); educational institutions (6.9%); military services (5.3%); governmental administration (3.4%); hospitals and health services (2.2%); and service and volunteer organizations (0.0%);

What percent of new college graduates hired last year (1985-86) by your organization were from the following sources?

	TOTAL	
	N	MEAN
SOURCES OF NEW COLLEGE GRADUATES		
ON-CAMPUS INTERVIEWING	553	43.4
JOB LISTINGS WITH PLACEMENT OFFICE	465	7.9
UNSOLICITED REFERRALS FROM PLACEMENT	446	1.4
REFERRALS FROM CAMPUS ORGANIZATIONS	433	1.8
REFERRALS FROM CURRENT EMPLOYEES	476	5.7
MINORITY CAREER PROGRAMS	448	1.8
WOMENS CAREER PROGRAMS	427	0.5
HIGH DEMAND MAJOR PROGRAMS	418	3.6
COOPERATIVE EDUCATION PROGRAMS	445	3.8
SUMMER EMPLOYMENT	457	3.0
PART-TIME EMPLOYMENT	440	2.5
INTERNSHIP PROGRAMS	449	3.7
WALK-INS	453	4.5
WRITE-INS	485	10.5
RESPONSES FROM WANT ADS	471	8.7

Observations: Sources of new college graduates hired are often discussed with interest by prospective employers when planning new recruitment programs or revising current ones. Also, graduating students often inquire about the best avenues for getting hired by prospective employers.

According to surveyed employers, certain sources of new college graduates are more results-oriented than others. The most productive sources were on-campus interviewing (43.4%), write-ins (10.5%), responses from want ads (8.7%), and job listings with placement offices (7.9%).

Percentages obtained from other sources include referrals from current employees (5.7%), walk-ins (4.5%), cooperative education programs (3.8%), internship programs (3.7%), high demand major programs (3.6%), summer employment programs (3.0%), part-time employment (2.5%), minority career programs (1.8%), referrals from campus organizations (1.8%), unsolicited referrals from placement officers (1.4%), and women's career programs (0.5%).

Did your organization visit college campuses last year (1985-86) knowing that no openings were expected for interviews being conducted?

	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
.	269	.	.	.
YES	48	48	11.060	11.060
NO	386	434	88.940	100.000

Observations: Of 434 respondents, 48 organizations (11.1%) indicated that their recruiters visited college campuses last year (1985-86) knowing that no openings were expected for interviews being conducted.

Does your organization pre-screen at colleges and universities where pre-screening is permitted?

	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
.	111	.	.	.
YES	388	388	65.541	65.541
NO	204	592	34.459	100.000

Observations: Of 592 organizations responding to this question, 388 employers (65.5%) indicated that their organizations pre-screened at colleges and universities where it was permitted last year. In 1984-85, 67.6% of employers prescreened, and in 1983-84, 69.2%. These statistics indicate a slight decline in organizations prescreening on college campuses, but a high percentage (65.5%) are still using this service where it is permitted.

How many SALARIED employees (excluding clerical staff) are on the payroll of your organization in OVERSEAS locations?

Number of Salaried Employees in Overseas Locations

	1-99	100-499	500-999	1000-4999	5000-9999	10000+	OVER-SEA TOTAL	NONE OVER-SEA
	N	N	N	N	N	N	N	N
.....EMPLOYER CATEGORIES								
ACCOUNTING	4	0	0	0	2	2	8	13
AEROSPACE	7	2	2	3	0	0	14	3
AGRIBUSINESS	1	0	0	1	0	0	2	3
AUTOMOTIVE	7	3	2	0	2	5	19	12
BANKING FIN	11	1	2	1	0	1	16	28
CHEMICALS	8	1	1	5	4	5	24	4
COMMUNICATION	2	0	0	0	0	0	2	2
CONSTRUCTION	3	5	2	1	0	0	11	6
EDUCATION	8	0	0	1	0	0	9	97
ELECTR MACH	4	2	1	2	0	5	14	9
ELECTRONICS	13	6	1	3	0	1	24	12
RESTAURANTS	4	2	0	0	1	1	8	19
PACKAGING	3	1	0	0	0	0	4	5
GOVERNMENT	4	3	1	0	0	0	8	13
HOSPITALS	2	0	0	0	0	0	2	15
HOTELS MOTELS	1	0	0	0	0	0	1	5
MERCHANDISING	2	0	0	0	0	0	2	23
METALS PRODES	4	3	5	3	0	0	15	6
MILITARY	0	0	1	1	0	2	4	1
PETROLEUM	3	4	0	0	0	1	8	4
PRINTING PUBL	2	1	0	0	0	0	3	2
UTILITIES	1	1	0	1	0	0	3	50
RESEARCH	13	6	1	0	0	0	20	16
SERV VOL ORGS	3	0	0	0	0	0	3	5
TIRE RUBBER	0	0	0	1	0	1	2	1
CONGLOMERATES	5	2	1	3	0	0	11	2
OVERALL TOTAL	115	43	20	26	9	24	237	356

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Observations: Of 593 employers responding, 237 organizations (38.5%) had some salaried employees in overseas locations. Of these employers, 115 (48.5%) had one to 99 employees overseas, 43 (18.1%) had 100 to 499 employees overseas, 20 (8.4%) had 500 to 999 employees overseas, 26 (11.0%) had 1,000 to 4,999 employees overseas, 9 (3.8%) had 5,000 to 9,999 employees overseas, and 24 (10.1%) had more than 10,000 employees overseas.

The employer categories with the most overseas installations were chemicals, drugs, and allied products (24); electronics and instruments (24); research and consulting services (20); automotive and mechanical equipment (19); banking, finance, and insurance (16); metals and metal products (15); electrical machinery and equipment (14); and aerospace and components (14).

Next on the list were construction and building materials manufacturers (11); diversified conglomerates (11); educational institutions (9); governmental administration (8); petroleum and allied products (8); food, beverage processing, and restaurants (8); accounting (8); glass, paper, packaging and allied products (4); military services (4); public utilities including transportation (3); printing, publishing, and informational services (3); service and volunteer organizations (3); communication-radio, TV, and newspapers (2); hospitals and health services (2); agribusiness (2); merchandising and retail services (2); tire and rubber products (2); hotels, motels, resorts and recreational services (1);

Does your organization hire foreign nationals for entry level positions?

	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
.	117	.	.	.
YES	180	180	30.717	30.717
NO	406	586	69.283	100.000

Observations: Of 586 employers answering this question, 180 organizations (30.7%) hire foreign nationals for entry level positions.

Does your organization hire foreign nationals in the United States for entry level positions abroad?

	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
.	117	.	.	.
YES	76	76	12.969	12.969
NO	510	586	87.031	100.000

Observations: Of 586 respondents, 76 employers (13.0%) hire foreign nationals in the United States for entry level positions abroad.

When predicting your organization's employment goals for new college graduates this year (1986-87) compared to last year, what CHANGE do you anticipate in the following factors?

	LEVELS OF CHANGES												
	SUBSTANTIAL INCREASE		SOME INCREASE		NO CHANGE		SOME DECREASE		SUBSTANTIAL DECREASE		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
FACTORS CONSIDERED TO SET GOALS													
STRENGTH OF INTERNATIONAL MARKETS	6	1	89	19	344	74	22	5	7	1	468	100	2.9
SHORT-RUN GENERAL ECONOMY	3	1	108	23	278	60	71	15	6	1	466	100	2.9
LONG-RUN GENERAL ECONOMY	8	2	132	28	233	50	88	19	6	1	467	100	2.9
INTEREST RATES	4	1	89	20	310	69	49	11	.	.	452	100	2.9
MERGERS OR ACQUISITIONS	21	5	93	21	321	71	12	3	3	1	450	100	2.7
PROGRAMMED AUTOMATION	18	4	135	30	288	64	10	2	1	0	452	100	2.6
SALARY AND WAGE LEVELS	7	1	236	50	224	47	8	2	.	.	475	100	2.5
ORGANIZATIONAL EXPANSION	36	7	203	41	197	40	50	10	6	1	492	100	2.6
AGE OF ORG.S LABOR FORCE	13	3	140	29	288	60	42	9	.	.	483	100	2.7
PERSONNEL TURNOVER	14	3	170	34	280	56	32	6	2	0	498	100	2.7
DOWNSIZING FOR WORKER EFFICIENCY	7	2	73	16	333	72	46	10	6	1	465	100	2.9
OPTIMISM OF ORG.S LEADERSHIP	17	4	142	30	282	61	24	5	1	0	466	100	2.7
REDUCTION IN WORKING HOURS	2	0	18	4	430	93	12	3	.	.	462	100	3.0
JOB RECLASSIFICATION	6	1	72	16	363	79	17	4	1	0	459	100	2.9

Observations: When predicting employment goals for new college graduates this year, surveyed employers expect only one factor, salary and wage levels, to have "some increase," and thus an influence on hiring goals.

Only slight increases, if any, are expected in organizational expansion, optimism of the organization's leadership, programmed automation, personnel turnover, mergers or acquisitions, age of the organization's labor force, short-run general economy, long-run general economy, downsizing for worker efficiency, interest rates, strength of international markets, and job reclassifications.

No change is expected in working hours for employees.

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What INFLUENCE will each of the following factors have on the calculations of employment goals for new college graduates in your organization this year (1986-87)?

	LEVELS OF INFLUENCE												
	EXTREMELY HIGH		HIGH		MEDIUM		LOW		NO		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
FACTORS CONSIDERED TO SET GOALS													
STRENGTH OF INTERNATIONAL MARKETS	14	3	33	7	90	20	51	11	263	58	451	100	4.1
SHORT-RUN GENERAL ECONOMY	22	5	59	13	146	33	85	19	137	31	449	100	3.6
LONG-RUN GENERAL ECONOMY	28	6	106	24	147	33	57	13	111	25	449	100	3.3
INTEREST RATES	8	2	33	8	97	22	84	19	211	49	433	100	4.1
MERGERS OR ACQUISITIONS	20	5	42	10	70	16	63	14	241	55	436	100	4.1
PROGRAMMED AUTOMATION	7	2	47	11	85	20	100	23	196	45	435	100	4.0
SALARY AND WAGE LEVELS	8	2	40	9	139	31	131	29	137	30	455	100	3.8
ORGANIZATIONAL EXPANSION	44	9	136	29	133	29	57	12	96	21	466	100	3.1
AGE OF ORG.S LABOR FORCE	10	2	40	9	121	26	115	25	173	38	459	100	3.9
PERSONNEL TURNOVER	26	6	92	20	154	33	121	26	76	16	469	100	3.3
DOWNSIZING FOR WORKER EFFICIENCY	16	4	51	12	89	20	65	15	222	50	443	100	4.0
OPTIMISM OF ORG.S LEADERSHIP	24	5	98	22	129	29	59	13	136	30	446	100	3.4
REDUCTION IN WORKING HOURS	1	0	14	3	49	11	61	14	311	71	436	100	4.5
JOB RECLASSIFICATION	3	1	25	6	68	15	82	19	263	60	441	100	4.3

Observations: According to surveyed employers, those factors that will have a "medium" level of influence when calculating employment goals for new college graduates will be: organizational expansion, personnel turnover, the long-run general economy, and optimism of the organization's leadership.

"Low" levels of influence are expected from short-run general economy, salary and wage levels, age of the organization's labor force, downsizing for worker efficiency, programmed automation, mergers or acquisitions, interest rates, strength of international markets, and job reclassifications.

"No" influence is expected from reduction in working hours.

How many students were provided with internships and/or cooperative education positions by your organization last year (1985-86), and how many students did your organization pay for internships and/or cooperative education positions last year (1985-86)?

	PROVIDED INTERNSHIP/COOPERATIVE EDUC			PAID INTERNSHIP/COOPERATIVE EDUC		
	N	TOTAL NUMBER	MEAN	N	TOTAL NUMBER	MEAN
EMPLOYER TYPES						
ACCOUNTING	19	438	23.1	17	416	24.5
AEROSPACE	12	919	76.6	12	919	76.6
AGRIBUSINESS	2	6	3.0	2	12	6.0
AUTOMOTIVE	22	942	42.8	18	878	48.8
BANKING FIN	26	455	17.5	26	438	16.8
CHEMICALS	22	2176	98.9	23	2108	91.7
COMMUNICATION	1	40	40.0	0	.	.
CONSTRUCTION	15	196	13.1	11	187	17.0
EDUCATION	41	1642	40.0	22	304	13.8
ELECTR MACH	17	5029	295.8	17	4705	276.8
ELECTRONICS	32	1042	32.6	30	1013	33.8
RESTAURANTS	21	461	22.0	20	460	23.0
PACKAGING	6	122	20.3	6	98	16.3
GOVERNMENT	16	951	59.4	14	687	49.1
HOSPITALS	13	1972	151.7	9	1306	145.1
HOTELS MOTELS	6	142	23.7	4	134	33.5
MERCHANDISING	20	517	25.8	20	510	25.5
METALS PRODES	20	216	10.8	18	207	11.5
MILITARY	4	199	49.8	4	199	49.8
PETROLEUM	10	531	53.1	10	529	52.9
PRINTING PUBL	5	18	3.6	5	18	3.6
UTILITIES	38	1715	45.1	37	1700	45.9
RESEARCH	30	905	30.2	23	809	35.2
SERV VOL ORGS	7	32	4.6	4	17	4.3
TIRE RUBBER	3	122	40.7	2	17	8.5
CONGLOMERATES	13	566	43.5	12	539	44.9
TOTAL	421	21354	50.7	366	18210	49.8

Observations: Of employers responding to this survey, the largest average numbers of internships and cooperative education positions are provided by electrical machinery and equipment (5,029); chemicals, drugs, and allied products (2,176); hospitals and health services (1,972); public utilities including transportation (1,715); educational institutions (1,642); electronics and instruments (1,042);

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governmental administration (951); automotive and mechanical equipment (942); aerospace and components (919); research and consulting services (905); diversified conglomerates (566); merchandising and retail services (517); petroleum and allied products (531); food, beverage processing, and restaurants (461); banking, finance, and insurance (455); accounting (438); metals and metal products (216); military services (199); construction and building materials manufacturers (196); hotels, motels, resorts and recreational services (142); tire and rubber products (122); glass, paper, packaging and allied products (122); communication-radio, TV, and newspapers (40); service and volunteer organizations (32); printing, publishing, and informational services (18); and agribusiness (6).

A total of 21,354 internship and cooperative education positions were provided by 421 surveyed employers last year. Of these, 18,210 positions (82.3%) were paid positions with 366 organizations.

Responses are listed by GEOGRAPHICAL REGIONS of the United States.

	PROVIDED INTERNSHIP/COOPERATIVE EDUC			PAID INTERNSHIP/COOPERATIVE EDUC		
	N	TOTAL NUMBER	MEAN	N	TOTAL NUMBER	MEAN
GEOGRAPHICAL REGIONS						
NORTHEAST	89	8749	98.3	77	8407	109.2
SOUTHEAST	49	3862	78.8	43	2194	51.0
NORTHCENTRAL	205	6155	30.0	178	5525	31.0
SOUTHCENTRAL	28	677	24.2	27	673	24.9
NORTHWEST	17	656	38.6	15	564	37.6
SOUTHWEST	32	1241	38.8	28	824	29.4
TOTAL	420	21340	50.8	368	18187	49.4

Observations: According to surveyed employers, the greatest number of internships and cooperative education positions will be provided in the northeastern region (8,749). The northcentral region was next (6,155), then the southeastern region (3,862), and the southwestern region (1,241). The fewest numbers are expected in the southcentral region (677) and the northwestern region (656).

What CHANGE do you anticipate in numbers of cooperative education and summer internship positions in your organization this year (1986-87) contrasted with last year's opportunities?

% CHANGE OF COOP/SUMMER INTERNSHIP																	OVE-RALL TOT-AL	TOT-AL
INC. 50+	INC. 25-49	INC. 11-24	INC. 9-10	INC. 7-8	INC. 5-6	INC 3-4	INC 1-2	SAME	DEC. 1-2	DEC. 3-4	DEC. 5-6	DEC. 9-10	DEC. 11-24	DEC. 25-49	DEC. 50-100			
N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N		N	MEAN
5	15	9	12	28	3	24	31	35	445	10	5	2	9	5	12	13	658	0.9

Observations: According to surveyed employers, a very slight increase (0.9%) can be anticipated in numbers of cooperative education and summer internship positions this

What percentage of salaried employees (excluding clerical staff) on the payroll of your organization have college degrees?

	% OF COLLEGE DEGREED EMPLOYEES		
	N	TOTAL %	MEAN
EMPLOYER CATEGORY			
ACCOUNTING	25	2426	97.04
AEROSPACE	13	835	64.23
AGRIBUSINESS	9	481	53.44
AUTOMOTIVE	29	1555	53.62
BANKING FIN	33	2201	66.70
CHEMICALS	30	2118	70.60
COMMUNICATION	4	343	85.75
CONSTRUCTION	17	1033	60.76
EDUCATION	117	10112	86.43
ELECTR MACH	25	1821	72.84
ELECTRONICS	34	2221	65.32
RESTAURANTS	29	1774	61.17
PACKAGING	9	589	65.44
GOVERNMENT	24	1513	63.04
HOSPITALS	18	1092	60.67
HOTELS MOTELS	8	304	38.00
MERCHANDISING	22	1568	71.27
METALS PRODES	30	1612	53.73
MILITARY	5	326	65.20
PETROLEUM	10	718	71.80
PRINTING PUBL	8	565	70.63
UTILITIES	47	2641	56.19
RESEARCH	41	3097	75.54
SERV VOL ORGS	8	467	58.38
TIRE RUBBER	3	188	62.67
CONGLOMERATES	12	859	71.58
TOTAL	610	42459	69.60

Observations: On the average, 69.6% of the salaried employees working for surveyed employers have college degrees.

Employer categories with the highest percentages of salaried employees who have college degrees are accounting (97.0%); educational institutions (86.4%); communication -radio, TV, and newspapers (85.8%); research and consulting services (75.5%); electrical machinery and equipment (72.8%); petroleum and allied products (71.8%); diversified conglomerates (71.6%); merchandising and retail services (71.3%); printing, publishing, and informational services (70.6%); and chemicals, drugs, and allied products (70.6%).

Continuing the list were banking, finance, and insurance (66.7%); glass, paper, packaging and allied products (65.4%); electronics and instruments (65.3%); military services (65.2%); aerospace and components (64.2%); governmental administration (63.0%); tire and rubber products (62.7%); food, beverage processing, and restaurants (61.2%); construction and building materials manufacturers (60.8%); hospitals and health services (60.7%); service and volunteer organizations (58.4%); public utilities including transportation (56.2%); metals and metal products (53.7%); automotive and mechanical equipment (53.6%); agribusiness (53.4%); and hotels, motels, resorts and recreational services (38.0%);

In the last 5 years, what change has occurred in the percentage of salaried employees (excluding clerical staff) on the payroll of your organization who have college degrees? Responses are listed by EMPLOYER CATEGORY.

	TOTAL	
	N	MEAN
.....EMPLOYER CATEGORIES		
ACCOUNTING	24	3.7
AEROSPACE	14	1.2
AGRIBUSINESS	8	6.1
AUTOMOTIVE	32	5.1
BANKING FIN	35	11.2
CHEMICALS	30	1.7
COMMUNICATION	4	3.8
CONSTRUCTION	17	4.4
EDUCATION	117	0.6
ELECTR MACH	23	1.2
ELECTRONICS	37	5.2
RESTAURANTS	29	12.1
PACKAGING	7	8.3
GOVERNMENT	25	0.8
HOSPITALS	19	5.9
HOTELS MOTELS	9	4.1
MERCHANDISING	23	6.5
METALS PRODES	30	6.2
MILITARY	5	5.3
PETROLEUM	7	3.9
PRINTING PUBL	7	13.2
UTILITIES	50	5.6
RESEARCH	40	3.5
SERV VOL ORGS	8	30.2
TIRE RUBBER	4	4.1
CONGLOMERATES	12	5.5
OVERALL TOTAL	616	4.8

Observations: According to surveyed employers, the change in percentage of salaried employees with college degrees in the last five (5) years has been an increase of 4.8%. In other words, more employers are expecting salaried employees to have college degrees.

The greatest increases in percentage of salaried employees with college degrees have been in service and volunteer organizations (30.2%); printing, publishing, and informational services (13.2%); food, beverage processing, and restaurants (12.1%); and banking, finance, and insurance (11.2%).

Moderate increases have been experienced by glass, paper, packaging and allied products (8.3%); merchandising and retail services (6.5%); metals and metal products (6.2%); agribusiness (6.1%); hospitals and health services (5.9%); public utilities including transportation (5.6%); diversified conglomerates (5.5%); military services (5.3%); electronics and instruments (5.2%); automotive and mechanical equipment (5.1%); construction and building materials manufacturers (4.4%); hotels, motels, resorts and recreational services (4.1%); tire and rubber products (4.1%); petroleum and allied products (3.9%); communication-radio, TV, and newspapers (3.8%); accounting (3.7%); research and consulting services (3.5%); chemicals, drugs, and allied products (1.7%); electrical machinery and equipment (1.2%); aerospace and components (1.2%); governmental administration (0.8%); and educational institutions (0.6%);

Among the new college graduates hired by your organization last year (1985-86), what percentage were liberal arts majors, and in your opinion, what percentage of positions in your organization this year could be filled by liberal arts majors? Responses are listed by EMPLOYER CATEGORY.

	LAST YEAR		THIS YEAR	
EMPLOYER CATEGORIES	N	MEAN	N	MEAN
ACCOUNTING	24	0.8	25	1.8
AEROSPACE	20	0.9	20	1.8
AGRIBUSINESS	11	5.1	11	9.5
AUTOMOTIVE	32	1.5	32	3.8
BANKING FIN	45	16.9	45	25.6
CHEMICALS	31	6.0	31	9.0
COMMUNICATION	5	32.5	5	32.5
CONSTRUCTION	17	5.2	17	10.3
EDUCATION	117	22.7	120	23.1
ELECTR MACH	25	1.5	28	4.0
ELECTRONICS	43	2.0	41	2.5
RESTAURANTS	35	8.7	37	14.1
PACKAGING	9	19.3	9	22.7
GOVERNMENT	22	9.9	24	13.4
HOSPITALS	19	2.7	20	4.0
HOTELS MOTELS	10	13.2	10	26.4
MERCHANDISING	27	13.9	27	22.6
METALS PRODS	31	3.7	33	9.2
MILITARY	5	38.7	5	43.0
PETROLEUM	16	1.8	15	3.9
PRINTING PUBL	7	16.6	7	25.3
UTILITIES	58	3.0	58	4.3
RESEARCH	43	2.6	45	4.4
SERV VOL ORGS	10	16.7	10	40.6
TIRE RUBBER	4	0.9	4	5.1
CONGLOMERATES	15	7.8	15	10.4
OVERALL TOTAL	681	9.4	694	12.8

Observations: On the average, approximately 9.4% of the new hires in surveyed employers' organizations last year were liberal arts graduates.

The employer categories hiring the highest percentages of liberal arts graduates among new hires last year (1985-86) were military services (38.7%); communication-radio, TV, and newspapers (32.5%); educational institutions (22.7%); glass, paper, packaging and allied products (19.3%); banking, finance, and insurance (16.9%); service and volunteer organizations (16.7%); printing, publishing, and informational services (16.6%); merchandising and retail services (13.9%); hotels, motels, resorts and recreational services (13.2%); and governmental administration (9.9%);

Employers responding to this survey indicated that 12.8% of the positions available in their organizations this year could be filled by liberal arts graduates.

Employer categories indicating the highest percentages of positions that could be filled by liberal arts graduates included military services (43.0%); service and volunteer organizations (40.6%); communication-radio, TV, and newspapers (32.5%); hotels, motels, resorts and recreational services (26.4%); banking, finance and insurance (25.6%); printing, publishing, and informational services (25.3%); educational institutions (23.1%); glass, paper, packaging and allied products (22.7%); merchandising and retail services (22.6%); food, beverage processing, and restaurants (14.1%); governmental administration (13.4%); diversified conglomerates (10.4%); construction and building materials manufacturers (10.3%); agribusinesss (9.5%); and metals and metal products (9.2%)

To make liberal arts majors more suitable for employment in your organization, how important are the following?

	FREQUENCY OF RESPONSE												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HOW IMPORTANT TO GET EMPLOYMENT													
A BROADER SCOPE OF EDUCATION	92	17	125	23	190	34	93	17	55	10	555	100	2.8
A MORE APPROPRIATE DEGREE PROGRAM	104	19	184	33	190	34	46	8	34	6	558	100	2.5
ACCOUNTING AND FINANCE COURSES	91	16	171	30	208	37	57	10	42	7	569	100	2.6
BUSINESS ADMINISTRATION COURSES	95	17	191	34	181	32	55	10	43	8	565	100	2.6
MANAGEMENT COURSES	83	15	180	32	198	35	66	12	39	7	566	100	2.6
COMPUTER SCIENCE COURSES	116	20	195	34	201	35	39	7	27	5	578	100	2.4
WRITING SKILLS COURSES	158	27	183	32	150	26	48	8	37	6	576	100	2.3
PUBLIC SPEAKING COURSES	81	14	144	25	195	34	104	18	43	8	567	100	2.8
TECHNICAL EXPERTISE	120	21	148	26	187	33	66	12	39	7	560	100	2.6
RELATED WORK EXPERIENCES	139	24	219	38	166	29	25	4	23	4	572	100	2.3
COMPATIBLE EMPLOYMENT OBJECTIVES	135	24	208	37	137	25	40	7	37	7	557	100	2.3
PROFESSIONAL APPEARANCE	170	30	191	34	128	23	41	7	35	6	565	100	2.3
REF. FROM FORMER WORK EXPERIENCES	112	20	134	24	190	34	78	14	46	8	560	100	2.7
WELL-TRAVELED	3	1	18	3	128	23	258	46	151	27	558	100	4.0
ADVANCED DEGREE IN APPLIED FIELD	57	10	97	17	230	40	122	21	66	12	572	100	3.1

Observations: To make liberal arts majors more suitable for employment in surveyed organizations, the following will "almost always" be helpful: writing skills courses, a professional appearance, compatible employment objectives, related work experiences, and computer science courses.

"Sometimes" helpful to make liberal arts majors more suitable are a more appropriate degree program, technical expertise, accounting and finance courses, management courses, business administration courses, references from former work experiences, public speaking courses, a broader scope of education, and an advanced degree in an applied field.

"Seldom" or "never" making liberal arts majors more suitable is being well-traveled, according to surveyed employers.

Which of the following training methods are used by your organization?

	FREQUENCY OF RESPONSE										TOTAL RESPONSE		TOTAL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
WHICH TRAINING METHODS ARE USED													
ON-THE-JOB TRAINING	415	63	167	25	58	9	14	2	7	1	661	100	1.5
CAMPUS CLASSES	39	6	42	7	280	45	147	24	117	19	625	100	3.4
WRITTEN FORMAT	53	9	60	10	246	41	170	28	76	13	605	100	3.3
TRAINING WITH THE ORGANIZATION	206	33	200	32	182	29	28	4	13	2	629	100	2.1
ORIENTATION	360	55	161	25	96	15	24	4	10	2	651	100	1.7
SEMINARS BY YOUR ORG. S PERSONNEL	131	20	190	29	252	39	53	8	25	4	651	100	2.5
SEMINARS BY OUTSIDE CONSULTANTS	38	6	75	12	372	58	112	17	45	7	642	100	3.1
ROTATIONAL ASSIGNMENTS	55	9	72	11	266	42	152	24	88	14	633	100	3.2
MOVING TO MORE THAN ONE CITY	4	1	17	3	110	18	177	28	316	51	624	100	4.3

Observations: When training new college graduates recently hired by their organizations, surveyed employers "almost always" use on-the-job training, orientation programs, and training within the organization.

"Sometimes" used are seminars by the organization's personnel, seminars by outside consultants, rotational assignments, written format materials, and campus classes.

"Seldom" or "never" used are moves of new personnel to more than one city.

On the average, approximately how many hours of training (excluding on-the-job training) will a new college hire receive each week during the first year (1) in your organization? Responses are listed by EMPLOYER CATEGORY.

	HOURS	
	N	MEAN
.....EMPLOYER CATEGORIES		
ACCOUNTING	22	6.5
AEROSPACE	15	10.2
AGRIBUSINESS	9	5.6
AUTOMOTIVE	30	8.9
BANKING FIN	44	11.0
CHEMICALS	31	3.7
COMMUNICATION	5	6.4
CONSTRUCTION	15	7.9
EDUCATION	108	3.2
ELECTR MACH	28	8.2
ELECTRONICS	39	7.1
RESTAURANTS	36	8.9
PACKAGING	9	12.1
GOVERNMENT	25	9.0
HOSPITALS	16	10.9
HOTELS MOTELS	8	8.3
MERCHANDISING	28	6.9
METALS PRODS	30	6.5
MILITARY	6	19.1
PETROLEUM	15	4.6
PRINTING PUBL	8	8.5
UTILITIES	53	6.2
RESEARCH	41	6.3
SERV VOL ORGS	11	15.4
TIRE RUBBER	3	1.7
CONGLOMERATES	12	4.1
OVERALL TOTAL	647	7.0

Observations: On the average, surveyed employers will give new college hires approximately 7.0 hours of training (excluding on-the-job training) each week during the first year of employment. The most hours of training are given by military services (19.1 hours); service and volunteer organizations (15.4 hours); glass, paper, packaging and allied products (12.1 hours); and banking finance and insurance (11.0 hours).

The list continues with hospitals and health services (10.9 hours); aerospace and components (10.2 hours); governmental administration (9.0 hours); food, beverage processing, and restaurants (8.9 hours); automotive and mechanical equipment (8.9 hours); printing, publishing, and informational services (8.5 hours); hotels, motels, resorts, and recreational services (8.3 hours); electrical machinery and equipment (8.2 hours); construction and building materials manufacturers (7.9 hours); electronics and instruments (7.1 hours); merchandising and retail services (6.9 hours); metals and metal products (6.5 hours); accounting (6.5 hours); communication-radio, TV, and newspapers (6.4 hours); research and consulting services (6.3 hours); public utilities including transportation (6.2 hours); agribusiness (5.6 hours); and petroleum and allied products (4.6 hours).

The fewest hours of training are given by diversified conglomerates (4.1 hours); chemicals, drugs, and allied products (3.7 hours); educational institutions (3.2 hours); and tire and rubber products (1.7 hours).

What was the estimated average cost of training a new college graduate in your organization last year (including any related costs)? Responses are listed by EMPLOYER CATEGORY.

	ESTIMATED AVERAGE COST OF TRAINING		
	N	SUM	MEAN
.....EMPLOYER CATEGORIES			
ACCOUNTING	17	44000	2588.24
AEROSPACE	8	108649	13581.13
AGRIBUSINESS	7	72250	10321.43
AUTOMOTIVE	22	207890	9449.55
BANKING FIN	26	432465	16633.27
CHEMICALS	20	89555	4477.75
COMMUNICATION	2	4100	2050.00
CONSTRUCTION	7	39300	5614.29
EDUCATION	64	91540	1430.31
ELECTR MACH	17	217950	12820.59
ELECTRONICS	17	85300	5017.65
RESTAURANTS	21	153100	7290.48
PACKAGING	6	73300	12216.67
GOVERNMENT	16	207400	12962.50
HOSPITALS	10	35500	3550.00
HOTELS MOTELS	6	41500	6916.67
MERCHANDISING	15	98000	6533.33
METALS PRODES	12	31950	2662.50
MILITARY	4	104000	26000.00
PETROLEUM	1	5000	5000.00
PRINTING PUBL	6	17500	2916.67
UTILITIES	25	181950	7278.00
RESEARCH	16	67851	4240.69
SERV VOL ORGS	7	91275	13039.29
TIRE RUBBER	1	500	500.00
CONGLOMERATES	4	10055	2513.75
TOTAL	357	2511880	7036.08

Observations: According to surveyed employers, the average cost of training each new college graduate is approximately $7,036 during the first year on the job.

The categories of employers with the highest costs of training were military services ($26,000); banking finance and insurance ($16,633); aerospace and components ($13,581); service and volunteer organizations ($13,039); governmental administration ($12,962); electrical machinery and equipment ($12,820); glass, paper, packaging and allied products ($12,217); agribusiness ($10,321); and automotive and mechanical equipment ($9,450).

The employer categories with the lowest costs of training were food, beverage processing, and restaurants ($7,290); public utilities including transportation ($7,278); hotels, motels, resorts and recreational services ($6,917); merchandising and retail services ($6,533); construction and building materials manufacturers ($5,614); electronics and instruments ($5,018); petroleum and allied products ($5,000); chemicals, drugs, and allied products ($4,478); research and consulting services ($4,241); hospitals and health services ($3,550); printing, publishing, and informational services ($2,917); metals and metal products ($2,663); accounting ($2,588); diversified conglomerates ($2,514); communication-radio, TV, and newspapers ($2,050); educational institutions ($1,430); and tire and rubber products ($500);

The cost of training is different for various regions of the country: southcentral ($10,063), southeastern ($6,702), southwestern ($6,440), northcentral ($6,356), northeastern ($5,380), and northwestern ($3,328).

What percentage of tuition incurred by new college hires for graduate studies are paid by your organization? Responses are listed by EMPLOYER CATEGORY.

.....EMPLOYER CATEGORIES	TOTAL N	TOTAL MEAN
ACCOUNTING	23	24.8
AEROSPACE	17	83.6
AGRIBUSINESS	9	32.7
AUTOMOTIVE	32	73.0
BANKING FIN	45	58.8
CHEMICALS	31	86.3
COMMUNICATION	4	11.3
CONSTRUCTION	18	71.9
EDUCATION	115	12.3
ELECTR MACH	29	75.2
ELECTRONICS	38	87.2
RESTAURANTS	29	46.5
PACKAGING	10	70.0
GOVERNMENT	26	31.2
HOSPITALS	17	29.8
HOTELS MOTELS	8	13.7
MERCHANDISING	28	35.5
METALS PRODES	29	72.2
MILITARY	6	44.4
PETROLEUM	13	75.8
PRINTING PUBL	8	69.4
UTILITIES	54	70.4
RESEARCH	41	62.6
SERV VOL ORGS	9	26.1
TIRE RUBBER	4	87.5
CONGLOMERATES	15	77.3
OVERALL TOTAL	658	52.7

Observations: On the average, approximately 52.7% of tuition incurred for graduate studies by new college hires are paid by surveyed organizations.

Employer categories paying the highest percentages of costs incurred for graduate studies are tire and rubber products (87.5%); electronics and instruments (87.2%); chemicals, drugs, and allied products (86.3%); aerospace and components (83.6%); diversified conglomerates (77.3%); petroleum and allied products (75.8%); electrical machinery and equipment (75.2%); automotive and mechanical equipment (73.0%); metals and metal products (72.2%); construction and building materials manufacturers (71.9%); public utilities including transportation (70.4%); glass, paper, packaging and allied products (70.0%).

Less than 70% of tuition is paid by printing, publishing and informational services (69.4); research and consulting services (62.6%); banking, finance, and insurance (58.8%); food, beverage processing, and restaurants (46.5%); military services (44.4%); merchandising and retail services (35.5%); agribusiness (32.7%); governmental administration (31.2%); hospitals and health services (29.8%); service and volunteer organizations (26.1%); accounting (24.8%); hotels, motels, resorts and recreational services (13.7%); educational institutions (12.3%); and communication-radio, TV, and newspapers (11.3%).

Employers with one to 99 employees are likely to pay the lowest percentage of tuition costs (27.9%), while most other sizes of employers will pay between 50.4% and 70.3% of tuition costs. The largest organizations, those with 10,000 or more employees, pay the highest percentage of tuition costs (70.3%).

If your organization hired new college graduates last year (1985-86), what percentage attended a college or a university for an advanced degree this year while working for your organization? Responses are listed by EMPLOYER CATEGORY.

	TOTAL	
	N	MEAN
....EMPLOYER CATEGORIES		
ACCOUNTING	21	4.1
AEROSPACE	14	7.8
AGRIBUSINESS	5	0.7
AUTOMOTIVE	28	6.5
BANKING FIN	39	8.8
CHEMICALS	26	10.7
COMMUNICATION	4	3.8
CONSTRUCTION	17	9.8
EDUCATION	106	19.8
ELECTR MACH	21	12.2
ELECTRONICS	33	12.4
RESTAURANTS	25	4.8
PACKAGING	6	1.5
GOVERNMENT	19	7.9
HOSPITALS	14	3.8
HOTELS MOTELS	9	1.0
MERCHANDISING	23	2.1
METALS PRODES	22	8.3
MILITARY	4	20.9
PETROLEUM	9	8.1
PRINTING PUBL	7	12.2
UTILITIES	47	8.1
RESEARCH	36	13.5
SERV VOL ORGS	7	1.5
TIRE RUBBER	4	13.6
CONGLOMERATES	12	10.8
OVERALL TOTAL	558	10.4

Observations: Among surveyed employers, approximately 10.4% of last year's new college hires were attending a college or university for an advanced degree this year while still working for the organization.

Those employer categories with the highest percentages attending graduate school included military services (20.9%); educational institutions (19.8%); tire and rubber products (13.6%); research and consulting services (13.5%); electronics and instruments (12.4%); electrical machinery and equipment (12.2%); printing, publishing, and informational services (12.2%); diversified conglomerates (10.8%); chemicals, drugs, and allied products (10.7%); and construction and building materials manufacturers (9.8%).

Those employer categories with fewer than 9% attending a college or university for an advanced degree were banking, finance, and insurance (8.8%); metals and metal products (8.3%); petroleum and allied products (8.1%); public utilities including transportation (8.1%); governmental administration (7.9%); aerospace and components (7.8%); automotive and mechanical equipment (6.5%); food, beverage processing, and restaurants (4.8%); accounting (4.1%); hospitals and health services (3.8%); communication-radio, TV, and newspapers (3.8%); merchandising and retail services (2.1%); service and volunteer organizations (1.5%); glass, paper, packaging and allied products (1.5%); hotels, motels, resorts, and recreational services (1.0%); and agribusiness (0.7%).

Some organizations are only requesting new college graduates with high grade point averages on their interview schedules. In your opinion, is a high grade average predictive of future job success? Responses are listed by EMPLOYER CATEGORY.

	A HIGH GPA IS PREDICTIVE OF JOB SUCCESS												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL		WEIGHTED
.....EMPLOYER CATEGORIES	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
ACCOUNTING	.	.	11	44	14	56	.	.	.	.	25	100	2.6
AEROSPACE	.	.	5	31	9	56	1	6	1	6	16	100	2.9
AGRIBUSINESS	.	.	1	10	7	70	2	20	.	.	10	100	3.1
AUTOMOTIVE	.	.	9	27	21	64	3	9	.	.	33	100	2.8
BANKING FIN	.	.	11	23	36	75	1	2	.	.	48	100	2.8
CHEMICALS	.	.	5	16	24	77	2	6	.	.	31	100	2.9
COMMUNICATION	.	.	.	.	3	75	1	25	.	.	4	100	3.3
CONSTRUCTION	.	.	1	6	13	72	4	22	.	.	18	100	3.2
EDUCATION	1	1	28	24	84	71	5	4	.	.	118	100	2.8
ELECTR MACH	.	.	9	31	16	55	3	10	1	3	29	100	2.9
ELECTRONICS	.	.	10	24	25	61	4	10	2	5	41	100	3.0
RESTAURANTS	.	.	3	10	17	57	8	27	2	7	30	100	3.3
PACKAGING	.	.	3	30	5	50	2	20	.	.	10	100	2.9
GOVERNMENT	.	.	3	11	22	81	1	4	1	4	27	100	3.0
HOSPITALS	.	.	2	11	16	84	1	5	.	.	19	100	2.9
HOTELS MOTELS	1	10	.	.	5	50	3	30	1	10	10	100	3.3
MERCHANDISING	.	.	4	13	20	67	5	17	1	3	30	100	3.1
METALS PRODES	.	.	4	13	24	77	2	6	1	3	31	100	3.0
MILITARY	.	.	1	17	4	67	1	17	.	.	6	100	3.0
PETROLEUM	.	.	5	36	9	64	.	.	.	.	14	100	2.6
PRINTING PUBL	.	.	4	50	4	50	.	.	.	.	8	100	2.5
UTILITIES	.	.	10	18	41	75	4	7	.	.	55	100	2.9
RESEARCH	.	.	14	33	27	63	2	5	.	.	43	100	2.7
SERV VOL ORGS	.	.	.	.	6	67	1	11	2	22	9	100	3.6
TIRE RUBBER	.	.	1	25	3	75	.	.	.	.	4	100	2.8
CONGLOMERATES	.	.	4	27	10	67	1	7	.	.	15	100	2.8
TOTAL	2	0	148	22	465	68	57	8	12	2	684	100	2.9

Observations: According to surveyed employers, grade point averages are "sometimes" predictive of future job success. Those employer categories most likely to agree with this statement were printing, publishing, and informational services; accounting; petroleum and allied products; and research and consulting services.

In your opinion, how does a high grade point average relate to the following?

	FREQUENCY OF RESPONSE												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HOW DOES A HIGH GPA RELATED TO													
PRODUCTIVITY	7	1	225	34	368	56	54	8	7	1	661	100	2.7
ORIGINALITY	8	1	123	19	402	61	113	17	8	1	654	100	3.0
HARD WORKING	30	5	276	42	294	45	50	8	6	1	656	100	2.6
GREATER LEADERSHIP	5	1	96	15	420	64	121	18	13	2	655	100	3.1
SOCIABILITY	1	0	36	6	320	49	257	39	37	6	651	100	3.5
ANALYTICAL THINKING	42	6	357	54	247	37	16	2	1	0	663	100	2.4
APPLICATION OF KNOWLEDGE	21	3	264	40	334	51	36	5	3	0	658	100	2.6
WRITING ABILITY	12	2	232	35	335	51	73	11	2	0	654	100	2.7
UTILIZATION OF QUANTITATIVE TOOLS	19	3	277	42	321	49	32	5	3	0	652	100	2.6
SOLVING COMPLEX PROBLEMS	25	4	293	45	312	48	25	4	1	0	656	100	2.5
CONVEYING MEANING	7	1	147	23	440	67	54	8	4	1	652	100	2.8
ABILITY TO ORGANIZE TASKS	17	3	240	37	339	52	55	8	3	0	654	100	2.7
COPING WITH COMPLEX ISSUES	18	3	205	32	367	56	54	8	6	1	650	100	2.7
ORGANIZING AND SUPERVISING OTHERS	1	0	56	9	364	56	205	31	27	4	653	100	3.3
FUNCTIONING AS A MEMBER OF A TEAM	.	.	53	8	380	58	201	31	23	4	657	100	3.3
EVALUATION OF ALTERNATIVES	9	1	181	28	385	59	72	11	9	1	656	100	2.8

Observations: According to surveyed employers, the only factor that "almost always" relates to high grade point average is analytical thinking.

The following factors "sometimes" relate to high grade point average: solving complex problems, utilization of quantitative tools, hard working, application of knowledge, writing ability, coping with complex issues, ability to organize tasks, productivity, evaluation of alternatives, conveying meaning, originality, greater leadership, organizing and supervising others, and functioning as a member of a team.

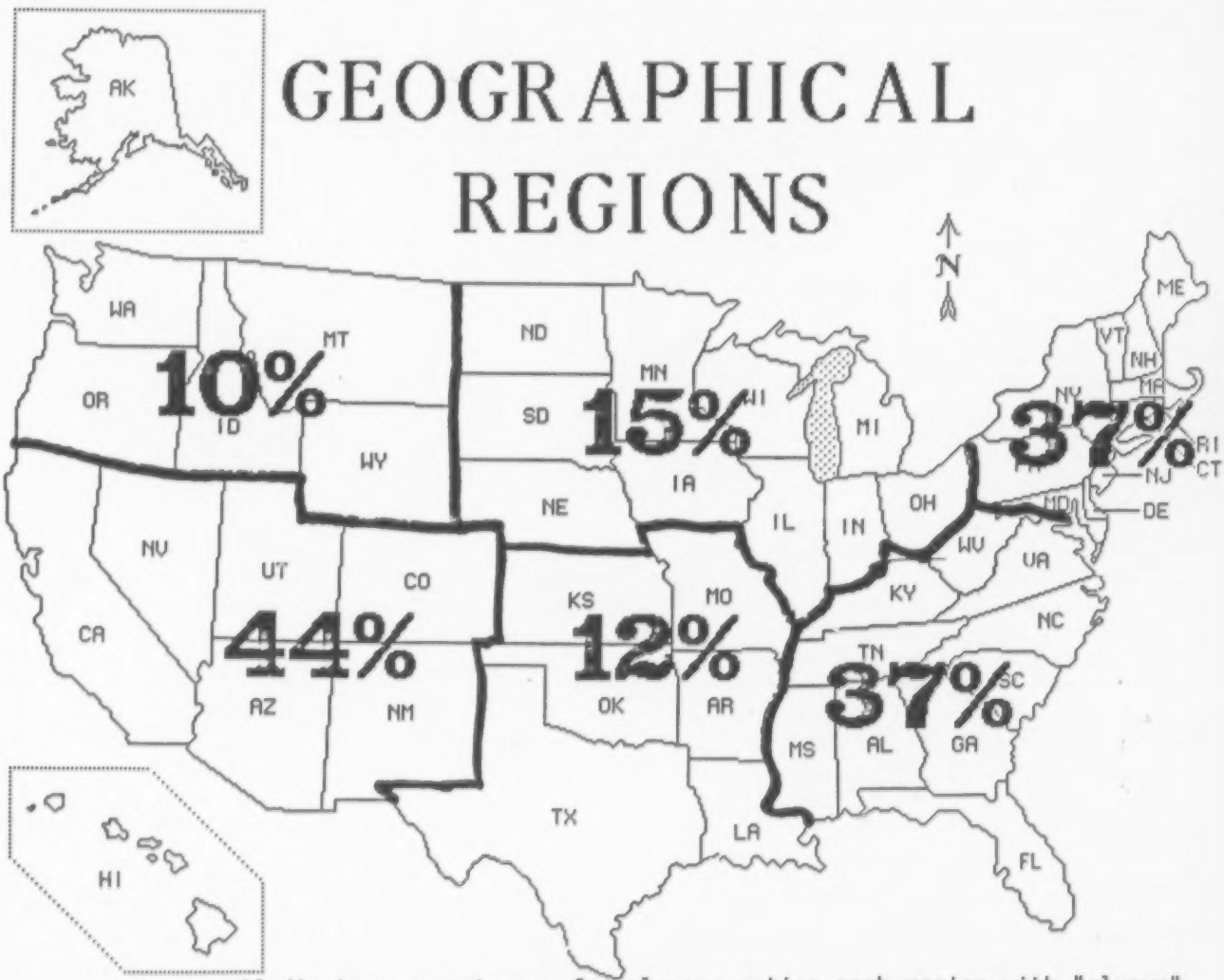
"Seldom" relating to high grade point average is sociability skills.

In the opinion of one surveyed employer, those who use grade point average as their only criterion when screening candidates are missing some potential high performers. Possibly the graduating student did not know how important grades were until their sophomore or junior year. In this case, this employer can understand and forgive the individual.

Continuing, this employer was concerned that a grade point average might reflect the candidate's attitude towards their college performance. If they felt that GPA was not important, they might feel this way about other things too.

Based on your experiences, what will be the availability of employment opportunities during 1986-87 for new college graduates in each geographical region of the United States? Respondents only rated geographical areas that were familiar to them.

	FREQUENCY OF RESPONSE												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
AVAILABILITY OF EMPLOYMENT OPPORTUNITIES													
NORTHEAST	22	5	135	32	149	36	70	17	41	10	417	100	2.9
SOUTHEAST	21	5	130	32	147	36	69	17	36	9	403	100	2.9
NORTHCENTRAL	11	2	66	13	256	52	131	27	29	6	493	100	3.2
SOUTHCENTRAL	7	2	37	10	121	32	163	43	49	13	377	100	3.6
NORTHWEST	2	1	31	9	126	35	135	37	69	19	363	100	3.7
SOUTHWEST	23	6	147	38	120	31	56	15	40	10	386	100	2.9



*Indicates percentages of employees rating each region with "always" and "almost always" excellent availability of employment.

(Continued)

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Observations: The greatest availability of employment opportunities for new college graduates during 1986-87 will be in the southwestern region of the United States, according to employers responding to this survey. The northeastern and southeastern regions were rated next best on the employers' list of top geographical regions for jobs. For the first time in several years, the southcentral region slipped from the employers' list of the top three regions, now in fifth place.

The regions of the United States in order of best availability of jobs are southwestern, northeastern, southeastern, northcentral, southcentral, and northwestern.

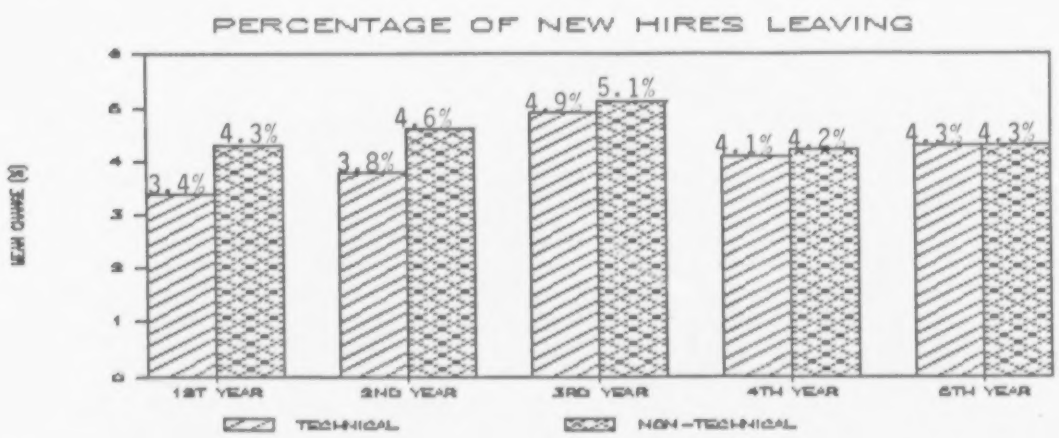
What percentage of new college hires leave your organization? Responses are listed for TECHNICAL and NON-TECHNICAL graduates.

	TOTAL	
	N	MEAN
TECHNICAL GRADUATES LEAVING		
FIRST YEAR	469	3.4
SECOND YEAR	458	3.8
THIRD YEAR	439	4.9
FOURTH YEAR	425	4.1
FIFTH YEAR	422	4.3

	TOTAL	
	N	MEAN
NON-TECHNICAL GRADUATES LEAVING		
FIRST YEAR	490	4.3
SECOND YEAR	478	4.6
THIRD YEAR	454	5.1
FOURTH YEAR	442	4.2
FIFTH YEAR	440	4.3

Observations: Surveyed employers who hire technical graduates report that approximately 3.4% leave the first year, 3.8% the second, 4.9% the third, 4.1% the fourth and 4.3% the fifth year. After five years, a total of 20.7% of the technical graduates have left these employers.

Non-technical graduates are leaving surveyed employers at the rate of 4.3% the first year, 4.6% the second, 5.1% the third, 4.2% the fourth and 4.3% the fifth year. After five years, a total of 22.8% of the non-technical graduates have left these employers.



What percentage of new college hires leave your organization? Responses are listed by EMPLOYER CATEGORY for TECHNICAL graduates.

PERCENTAGES OF NEW HIRES LEAVING

Employer Categories	First Year	Second Year	Third Year	Fourth Year	Fifth Year	Total Leaving
Glass, Paper, Packaging & Allied Prods	5.9%	7.0%	10.3%	11.4%	15.7%	50.3%
Military Services	3.1	10.7	8.4	7.9	16.6	46.7
Hospitals and Health Services	9.6	7.5	9.6	6.5	10.7	43.9
Accounting	5.0	5.3	11.7	9.9	7.3	39.2
Merchandising & Retail Services	4.8	6.6	8.5	4.9	5.1	29.9
Research and Consulting Services	2.8	4.2	6.3	8.0	8.2	29.5
Printing, Publishing & Info Services	2.2	4.5	5.5	9.4	4.4	26.0
Service & Volunteer Organizations	4.5	6.0	8.6	4.6	2.1	25.8
Electrical Machinery & Equipment	2.6	4.2	5.7	5.7	6.8	25.0
Conglomerates	2.0	6.1	5.1	5.0	6.5	24.7
Government Administration	9.2	4.4	4.4	3.3	3.0	24.3
Aerospace & Components	4.5	5.4	5.9	4.7	3.4	23.9
Agribusiness	10.3	4.8	3.4	2.6	2.2	23.3
Construction & Building Matls Mfg	3.4	4.8	4.4	5.0	4.5	22.1
Chemicals, Drugs, & Allied Products	2.3	3.9	6.0	4.3	5.4	21.9
Food, Beverage Proc & Restaurants	3.3	3.4	6.4	4.7	2.9	20.7
Banking, Finance, & Insurance	5.9	3.3	2.7	2.8	3.7	18.4
Petroleum & Allied Products	7.3	2.7	2.7	3.3	2.3	18.3
Electronics & Instruments	1.5	2.3	4.8	4.8	4.7	18.1
Automotive & Mechanical Equipment	3.3	4.3	4.2	3.0	3.1	17.9
Metals & Metal Products	1.5	3.0	5.4	2.8	3.5	16.2
Tire & Rubber Products	1.8	0.5	5.5	3.5	3.0	14.3
Public Utilities & Transportation	1.7	2.2	2.1	1.8	2.3	10.1
Educational Institutions	2.0	2.0	2.4	1.8	1.7	9.9
Communication-Radio, TV, & Newspapers	0.8	4.8	0.0	0.0	0.0	5.6
Hotels, Motels, Resorts, & Rec Servs	0.9	0.9	0.9	0.4	0.0	3.1
Grand Total	3.4	3.8	4.9	4.1	4.3	20.5

Observations: The employer categories with the highest percentages leaving during the first five years were glass, paper, packaging and allied products (50.3%); military services (46.7%); hospitals and health services (43.9%); accounting (39.2%); merchandising and retail services (29.9%); research and consulting services (29.5%); printing, publishing, and informational services (26%); service and volunteer organizations (25.8%); electrical machinery and equipment (25%); diversified conglomerates (24.7%); governmental administration (24.3%); aerospace and components (23.9%); and agribusiness (23.3%). Percentages leaving other employer categories were construction and building materials manufacturers (22.1%); chemicals, drugs, and allied products (21.9%); food, beverage processing, and restaurants (20.7%); banking finance and insurance (18.4%); petroleum and allied products (18.3%); electronics and instruments (18.1%); automotive and mechanical equipment (17.9%); metals and metal products (16.2%); and tire and rubber products (14.3%). The employer categories with the smallest percentages leaving were public utilities including transportation (10.1%); educational institutions (9.9%); communication-radio, TV, and newspapers (5.6%); and hotels, motels, resorts and recreational services (3.1%).

What percentage of new college hires leave your organization? Responses are listed by EMPLOYER CATEGORY for NON-TECHNICAL graduates.

PERCENTAGE OF NEW HIRES LEAVING

Employer Categories	First Year	Second Year	Third Year	Fourth Year	Fifth Year	Total Leaving
Accounting	3.7%	5.7%	16.2%	11.3%	11.5%	48.4%
Merchandising & Retail Services	11.0	11.5	13.1	5.8	5.4	46.8
Glass, Paper, Pkging & Allied	10.2	9.9	9.8	7.2	8.8	45.9
Service & Volunteer Organizations	13.9	6.9	11.9	5.1	3.3	41.1
Banking, Finance & Insurance	9.4	8.0	6.8	5.3	6.3	35.8
Food, Beverage Proc & Restaurants	7.5	6.1	6.9	5.1	4.5	30.1
Printing, Publishing and Info Ser	3.4	5.6	5.0	8.8	7.1	29.9
Research and Consulting	3.3	5.6	6.5	7.2	6.6	29.2
Conglomerates	2.2	5.9	6.7	9.2	4.5	28.5
Military Services	2.3	0.8	7.4	4.5	13.3	28.3
Hotels, Motels, Resorts, & Rec Ser	4.9	7.9	5.0	4.9	4.4	27.1
Construction & Bldg Matls Mfg.	6.3	5.3	6.0	4.5	3.6	25.7
Hospitals and Health Services	5.2	4.4	3.9	3.9	3.2	20.6
Electrical Machinery & Equip	1.3	3.3	4.1	5.0	6.2	19.9
Agribusiness	0.7	4.1	3.4	2.5	2.3	19.3
Chemicals, Drugs, & Allied Prods	2.1	4.0	4.6	3.6	4.9	19.2
Petroleum & Allied Products	6.7	2.7	2.9	4.5	2.3	19.1
Aerospace & Components	3.2	3.6	5.2	3.4	3.1	18.5
Educational Institutions	4.1	3.5	3.3	3.0	3.5	17.4
Tire & Rubber Products	1.0	1.7	3.7	7.3	3.0	16.7
Metals & Metal Products	0.8	3.1	3.5	3.5	4.0	14.9
Electronics & Instruments	1.5	1.9	3.5	3.5	3.8	14.2
Automotive & Mechanical Equipment	2.5	2.6	3.4	2.4	2.4	13.3
Government Administration	3.2	3.4	2.6	2.0	2.0	13.2
Communication-Radio, TV, Newspaper	1.5	8.3	1.5	1.5	0.0	12.8
Public Utilities incl. Transport	1.3	1.9	2.0	1.8	2.4	9.4
Grand Total	4.3	4.6	5.1	4.2	4.3	22.5

Observations: The employer categories with the highest percentages leaving during the first five years were accounting (48.4%); merchandising and retail services (46.8%); glass, paper, packaging and allied products (45.9%); service and volunteer organizations (41.1%); banking finance and insurance (35.8%); food, beverage processing, and restaurants (30.1%); printing, publishing, and informational services (29.9%); research and consulting services (29.2%); diversified conglomerates (28.5%); military services (28.3%); hotels, motels, resorts and recreational services (27.1%); construction and building materials manufacturers (25.7%); hospitals and health services (20.6%); electrical machinery and equipment (19.9%); agribusiness (19.3%); chemicals, drugs, and allied products (19.2%); petroleum and allied products (19.1%); aerospace and components (18.5%); educational institutions (17.4%); tire and rubber products (16.7%); metals and metal products (14.9%); electronics and instruments (14.2%); automotive and mechanical equipment (13.3%); governmental administration (13.2%); communication-radio, TV, and newspapers (12.8%); and public utilities including transportation (9.4%).

Questions relating to drug screening:

	FREQUENCY OF RESPONSE												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
QUESTIONS RELATED TO DRUG SCREENING													
DRUG SCREENING IS ETHICAL	170	27	118	18	263	41	59	9	30	5	640	100	2.5
SCREEN NEW HIRES FOR DRUG USE	111	17	8	1	14	2	21	3	500	78	654	100	4.2
REJECT DRUG USER FROM EMPLOYMENT	158	38	84	20	101	24	35	8	36	9	414	100	2.3
REJECT A PREVIOUS DRUG USER CANDIDATE	60	13	69	15	171	38	67	15	84	19	451	100	3.1
SCREEN CURRENT EMPLOYEES FOR DRUG USE	13	2	4	1	59	11	73	13	402	73	551	100	4.5
TERMINATE CURRENT DRUG USING EMPLOYEES	34	7	44	9	222	44	136	27	73	14	509	100	3.3
REQUIRE REHAB. FOR CURR. EMPLOYEES	178	34	148	29	134	26	22	4	34	7	516	100	2.2

Observations: According to employers responding to this survey, drug screening, in their opinion, is ethical. Of those responding, 45% said "always" or "almost always" and 41% said "sometimes."

Drug screening of new college graduates is used by 20% of the employers responding to this survey. Of these employers, 95% reject individuals from employment, if evidence of drug use is found in a job applicant.

Of all employers responding to the survey, 66% reject candidates who have a previous record of drug use. Of the employers who screen for drug use, 68% reject candidates who have a previous record of drug use.

Current employees are screened for drug use in 14% of the surveyed organizations. In the organizations that screen new college graduates for drugs, 42% screen current employees for drugs. According to comments from surveyed employers, drug use is prohibited while working with children, and if drug use impairs an individual's work, they are discharged.

When surveyed organizations find current employees who are using drugs, 60% will terminate these employees. In organizations that screen new college graduates for drugs, 78% will terminate a current employee who is using drugs.

Rehabilitation is required by 89% of all surveyed employers who find a current employee who is using drugs. In organizations that screen new college graduates for drugs, 95% require rehabilitation for current employees who are using drugs.

According to one employer that does screen applicants for drug use, their organization will retest individuals after six months and reconsider an application if desired by the applicant.

Does your organization screen new college graduates for drug use when considering them for employment? Responses are listed by EMPLOYER TYPE.

	SCREEN NEW HIRES FOR DRUG USE						TO-
	YES		NO		TOTAL		TAL
.....EMPLOYER CATEGORIES	N	PCTN	N	PCTN	N	PCTN	MEAN
ACCOUNTING	.	.	25	100	25	100	2.0
AEROSPACE	6	38	10	63	16	100	1.6
AGRIBUSINESS	.	.	11	100	11	100	2.0
AUTOMOTIVE	7	21	26	79	33	100	1.8
BANKING FIN	.	.	46	100	46	100	2.0
CHEMICALS	11	42	15	58	26	100	1.6
COMMUNICATION	.	.	3	100	3	100	2.0
CONSTRUCTION	5	31	11	69	16	100	1.7
EDUCATION	4	4	108	96	112	100	2.0
ELECTR MACH	6	21	22	79	28	100	1.8
ELECTRONICS	5	13	33	87	38	100	1.9
RESTAURANTS	2	6	33	94	35	100	1.9
PACKAGING	3	33	6	67	9	100	1.7
GOVERNMENT	3	12	23	88	26	100	1.9
HOSPITALS	2	11	17	89	19	100	1.9
HOTELS MOTELS	.	.	10	100	10	100	2.0
MERCHANDISING	2	7	28	93	30	100	1.9
METALS PRODES	9	29	22	71	31	100	1.7
MILITARY	3	60	2	40	5	100	1.4
PETROLEUM	10	77	3	23	13	100	1.2
PRINTING PUBL	1	13	7	88	8	100	1.9
UTILITIES	40	71	16	29	56	100	1.3
RESEARCH	6	15	34	85	40	100	1.8
SERV VOL ORGS	3	38	5	63	8	100	1.6
TIRE RUBBER	2	50	2	50	4	100	1.5
CONGLOMERATES	4	29	10	71	14	100	1.7
OVERALL TOTAL	134	20	528	80	662	100	1.8

Observations: Currently, approximately 20% of the surveyed employers screen new college graduates for drug use. Employer categories that most frequently screen new college graduates include Petroleum and allied products; public utilities including transportation; military services; tire and rubber products; aerospace and components; chemicals, drugs, and allied products; service and volunteer organizations; construction and building materials manufacturers; glass, paper, packaging and allied products; diversified conglomerates; metals and metal products; automotive and mechanical equipment; research and consulting services; electrical machinery and equipment; governmental administration; printing, publishing, and informational services; electronics and instruments; merchandising and retail services; hospitals and health services; food, beverage processing, and restaurants; educational institutions; communication-radio, TV, and newspapers; accounting; hotels, motels, resorts and recreational services; banking finance and insurance; agribusiness.

In organizations that screen new college graduates for drug use, for which substances are these organizations screening?

	FREQUENCY OF RESPONSE										TOTAL RESPONSE		TOTAL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
WHICH SUBSTANCES DO YOU SCREEN													
AMPHETAMINES (PEP PILLS, UPPERS)	106	50	5	2	10	5	4	2	89	42	214	100	2.8
BARBITURATES (DOWNERS-QUAALUDS)	105	49	5	2	10	5	4	2	90	42	214	100	2.9
CANNABIS (MARIJUANA AND HASHISH)	114	52	7	3	10	5	5	2	85	38	221	100	2.7
COCAINE (COKE OR SNOW)	119	54	8	4	8	4	3	1	83	38	221	100	2.7
OPIATES (OPIUM, MORPHINE, HEROIN)	113	52	7	3	8	4	4	2	86	39	218	100	2.7
PSYCHEDELIC DRUGS (LYSERGIC ACID-LSD)	106	50	7	3	9	4	3	1	88	41	213	100	2.8
TRANQUILIZERS	100	47	5	2	11	5	4	2	92	43	212	100	2.9
VOLATILE SUBSTANCES	65	32	3	1	12	6	9	4	113	56	202	100	3.5
ALCOHOL	52	24	9	4	19	9	14	6	122	56	216	100	3.7

Observations: Among employers who screen job applicants for drug use, the following substances are "sometimes" checked: marijuana, hashish, cocaine, opiates, amphetamines, psychedelic drugs, barbituates, and tranquilizers. "Seldom" screened are volatile substances and alcohol.

When screening job applicants for drug use, which methods are used?

	FREQUENCY OF RESPONSE										TOTAL RESPONSE		TOTAL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
WHICH METHODS ARE USED													
URINE TEST	115	56	10	5	5	2	3	1	73	35	206	100	2.6
BLOOD TEST	38	19	5	2	27	13	17	8	114	57	201	100	3.8
MEDICAL HISTORY QUESTIONNAIRE	105	49	7	3	17	8	7	3	79	37	215	100	2.8
BREATHALYZER	2	1	2	1	7	4	15	8	165	86	191	100	4.8
PHYSICAL EXAMINATION	105	49	9	4	23	11	3	1	73	34	213	100	2.7
POLYGRAPH TEST	4	2	.	.	4	2	14	7	175	89	197	100	4.8
INTERVIEW WITH NURSE OR DOCTOR	58	28	9	4	30	15	11	5	98	48	206	100	3.4
WRITTEN HONESTY TEST	13	7	4	2	9	5	10	5	161	82	197	100	4.8

Observations: Among employers who screen for drug use, the methods most often used are urine tests, physical examinations, medical history questionnaires, and interviews with the organization's nurses or doctors. Used less often are blood tests, written honesty tests, breathalyzer tests, and polygraph tests.

If your organization does not screen job applicants for drug use at this time, do you expect to begin testing at sometime in the future?

FREQUENCY OF RESPONSE										TOTAL RESPONSE	
ONE YEAR		TWO YEAR		FIVE YEARS		IN THE FUTURE		NEVER			
N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN
47	10	47	10	8	2	210	43	173	36	485	100

Observations: Of the organizations that do not screen job applicants for drug use, 10% expect to begin testing sometime in the next year, 10% more in the next two years, 2% more in the next five years, 43% at sometime in the future, and 36% never expect to test job applicants for drug use.

When considering new college graduates for employment in your organization, how important is each of the following? Responses are listed for factors related to a new college graduate's EDUCATION.

	FREQUENCY OF RESPONSE										TOTAL RESPONSE		TOTAL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
EDUCATION													
ACADEMIC MAJOR	387	57	210	31	67	10	12	2	1	0	677	100	1.6
DEGREE LEVELS ATTAINED	232	34	203	30	191	28	42	6	8	1	676	100	2.1
GRADE POINT AVERAGES	100	15	268	41	236	36	41	6	4	1	649	100	2.4
OVERALL G.P.A.	95	14	265	40	261	39	44	7	4	1	669	100	2.4
MAJOR G.P.A.	114	17	292	44	208	32	35	5	10	2	659	100	2.3
MINOR G.P.A.	16	3	90	14	278	44	193	31	55	9	632	100	3.3
YEARS OF EDUCATION	137	21	243	37	227	34	45	7	10	2	662	100	2.3
WILLINGNESS TO CONTINUE EDUCATION	34	5	118	18	313	47	171	26	34	5	670	100	3.1
FOREIGN LANGUAGE SKILLS	6	1	12	2	142	21	309	46	200	30	669	100	4.0
TRANSCRIPT CHECKS	220	33	146	22	150	23	113	17	35	5	664	100	2.4
INTERNSHIP	43	7	112	17	314	48	139	21	51	8	659	100	3.1
CO-OPERATIVE EDUCATION ASSIGNMENTS	29	4	111	17	300	46	138	21	74	11	652	100	3.2
PART-TIME EMPLOYMENT	35	5	125	19	331	50	113	17	53	8	657	100	3.0

Observations: According to employers who responded to this survey, the following education factors, in order of importance, were considered when screening new college graduates for employment: academic major, degree levels attained, years of education achieved, major grade point average, overall grade point average, transcript information, part-time employment experiences, internship experiences, willingness to continue education, co-operative education assignments, and minor grade point average. Foreign language skills received a rating of "some" importance from only 24% of the surveyed employers.

When considering new college graduates for employment in your organization, how important is each of the following? Responses are listed for factors related to a new college graduate's PHYSICAL AND MENTAL HEALTH.

	FREQUENCY OF RESPONSE										TOTAL RESPONSE		TOTAL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HEALTH													
MENTAL STABILITY	358	54	224	34	53	8	13	2	14	2	662	100	1.6
PHYSICAL FITNESS	134	20	225	34	223	33	58	9	27	4	667	100	2.4
PHYSICAL EXAMINATION	256	38	61	9	98	15	86	13	165	25	666	100	2.8
MEDICAL HISTORY	175	27	91	14	146	22	124	19	123	19	659	100	2.9
HISTORY OF SMOKING	18	3	16	2	84	13	172	26	371	56	661	100	4.3
INTERVIEW WITH DOCTOR OR NURSE	129	20	29	4	85	13	80	12	331	51	654	100	3.7
BLOOD TEST	133	21	18	3	44	7	70	11	373	58	638	100	3.8
AIDS TEST	12	2	2	0	12	2	30	5	566	91	622	100	4.8
URINE ANALYSIS	195	30	21	3	35	5	43	7	349	54	643	100	3.5
GENETIC TEST	2	0	2	0	14	2	26	4	572	93	616	100	4.9
DRUG SCREENING	100	16	8	1	26	4	35	6	461	73	630	100	4.2
PHYSICAL ABILITY TO DO THE JOB	316	48	149	23	116	18	20	3	60	9	661	100	2.0
EXCELLENT HEALTH STATUS	99	15	211	33	194	30	67	10	76	12	647	100	2.7

Observations: According to employers who responded to this survey, the following physical and mental health factors, in order of importance, were considered when screening new college graduates for employment: mental stability, physical ability to do the job, physical fitness, excellent health status, physical examination results, and medical history.

"Seldom" or "never" important to most surveyed employers were urine analysis results, an interview with the organization's doctor or nurse, blood test results, drug screening results, a history of smoking, AIDS test results, and genetic test results.

When considering new college graduates for employment in your organization, how important is each of the following? Responses are listed for factors related to a new college graduate's JOB SKILLS.

	FREQUENCY OF RESPONSE										TOTAL RESPONSE		TOTAL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
JOB SKILLS													
ABILITY TO GET THINGS DONE	387	58	240	36	32	5	1	0	2	0	662	100	1.5
ABILITY TO DELEGATE	68	10	158	24	350	53	72	11	8	1	656	100	2.7
BUDGETING ABILITIES	34	5	100	15	337	52	145	22	37	6	653	100	3.1
TEAM MANAGEMENT SKILLS	103	16	209	32	271	41	63	10	11	2	657	100	2.5
TACTICAL AND STRATEGIC PLANNING	46	7	147	23	306	47	125	19	23	4	647	100	2.9
DECISION MAKING ABILITIES	175	27	306	47	159	24	15	2	2	0	657	100	2.0
ABILITY TO ACCEPT RESPONSIBILITY	331	51	257	39	63	10	4	1	.	.	655	100	1.6
ABILITY TO WORK IN CLOSE QUARTERS	62	10	127	20	254	39	139	21	65	10	647	100	3.0
ABILITY TO GO ALONG WITH ORGANIZATION	95	15	216	33	262	40	69	11	13	2	655	100	2.5
COMMUNICATION ABILITIES	351	53	253	38	59	9	.	.	.	.	663	100	1.6
SPEAKING ABILITIES	262	40	241	36	150	23	8	1	1	0	662	100	1.9
WRITING SKILLS	205	31	250	38	192	29	16	2	1	0	664	100	2.0
INTERPERSONAL COMMUNICATION	292	44	273	41	93	14	1	0	2	0	661	100	1.7
ABILITY TO BE AN EXAMPLE TO OTHERS	136	21	215	33	238	36	61	9	7	1	657	100	2.4
COMPETITIVE ABILITIES	78	12	198	30	298	45	77	12	8	1	659	100	2.6
MOTIVATIONAL ABILITIES	195	30	282	43	155	24	24	4	1	0	657	100	2.0
CAMPUS LEADERSHIP EXPERIENCES	54	8	169	26	317	48	95	14	22	3	657	100	2.8
COMMON SENSE	334	51	247	37	73	11	6	1	.	.	660	100	1.6
INNOVATIVE IDEAS	124	19	272	41	240	36	21	3	3	0	660	100	2.3

Observations: According to employers who responded to this survey, the following factors related to job skills, in order of importance, were "always" or "almost always" considered when screening new college graduates for employment: ability to get things done, communication abilities, ability to accept responsibility, common sense, interpersonal communication skills, speaking abilities, writing skills, decision-making abilities, motivational abilities, innovative ideas, ability to be an example to others, team management skills, and the ability to go along with the organization.

"Sometimes" important were competitive abilities, the ability to delegate, campus leadership experiences, tactical and strategic planning abilities, the ability to work in close quarters, and budgeting abilities.

No job skills received ratings of "seldom" or "never" important.

When considering new college graduates for employment in your organization, how important is each of the following? Responses are listed for factors related to a new college graduate's PERSONALITY.

	FREQUENCY OF RESPONSE												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
PERSONALITY													
NEATNESS	229	34	334	49	95	14	14	2	5	1	677	100	1.9
SELF-PRIDE	237	35	323	48	97	14	12	2	4	1	673	100	1.8
ENTREPRENEURIAL SPIRIT	101	15	199	30	253	38	79	12	29	4	661	100	2.6
SELF-CONFIDENCE/POISE	306	45	304	45	62	9	3	0	.	.	675	100	1.6
DIPLOMACY/TACTFULNESS	247	37	302	45	113	17	7	1	1	0	670	100	1.8
FLEXIBILITY	272	41	295	44	101	15	3	0	.	.	671	100	1.8
MATURITY	333	50	280	42	56	8	2	0	1	0	672	100	1.6
DEPENDABILITY	421	63	214	32	35	5	2	0	.	.	672	100	1.4
STAYING POWER AND STABILITY	215	32	288	44	134	20	20	3	5	1	662	100	2.0
PERSEVERANCE	236	35	301	45	123	18	11	2	3	0	674	100	1.9
AMBITION	233	35	313	47	117	17	9	1	.	.	672	100	1.9

Observations: According to employers who responded to this survey, the following personality factors, in order of importance, were "almost always" or "always" important when considering new college graduates for employment: dependability, maturity, self-confidence/poise, flexibility, self-pride, diplomacy/tactfulness, ambition, perseverance, neatness, staying power, and stability. Receiving a rating of "sometimes" important was entrepreneurial spirit.

No personality factors received a rating of "seldom" or "never" being important to surveyed employers.

When considering new college graduates for employment in your organization, how important is each of the following? Responses are listed for factors related to a new college graduate's PERSONAL LIFE.

	FREQUENCY OF RESPONSE												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
PERSONAL													
MARITAL STATUS OF CANDIDATE	3	0	6	1	35	5	89	13	538	80	671	100	4.7
COMPATIBLE SPOUSE	9	1	11	2	52	8	64	10	529	80	665	100	4.6
ETHNIC ORIGINS OF CANDIDATE	6	1	9	1	40	6	45	7	564	85	664	100	4.7
GENDER OF APPLICANT	4	1	7	1	52	8	60	9	537	81	660	100	4.7
CANDIDATE PRIOR KNOWLEDGE OF ORG.	35	5	85	13	268	40	168	25	113	17	669	100	3.4
MEMBERSHIP IN ORGANIZATIONS	12	2	77	12	238	36	193	29	149	22	669	100	3.6
INTEREST IN FAMILY	7	1	44	7	112	17	141	22	350	54	654	100	4.2
ATTRACTIVENESS	10	2	59	9	168	25	139	21	283	43	659	100	3.9
WILLING TO RELOCATE	103	15	151	23	268	40	64	10	85	13	671	100	2.8
SUITABLE APPEARANCE	183	27	265	40	159	24	42	6	18	3	667	100	2.2
OVERSEAS TRAVEL EXPERIENCES	1	0	5	1	56	8	164	25	441	66	667	100	4.6
OVERSEAS EMPLOYMENT EXPERIENCES	.	.	8	1	47	7	163	25	447	67	665	100	4.6
INTEREST IN CURRENT EVENTS	20	3	72	11	247	37	163	25	157	24	659	100	3.6
CREDIT CHECK	42	6	25	4	74	11	100	15	415	63	656	100	4.3
CRIMINAL RECORD	210	32	72	11	137	21	110	17	126	19	655	100	2.8
YOUTHFULNESS	4	1	17	3	103	16	156	24	373	57	653	100	4.3

Observations: According to employers who responded to this survey, the following personal life factors, in order of importance, were "almost always" or "sometimes" important when considering new college graduates for employment: suitable appearance, willingness to relocate, a criminal record, and an individual's prior knowledge of the organization.

Receiving a rating of "seldom" or "never" important to surveyed employers were memberships in organizations (campus and community), interest in current events, attractiveness, an interest in family matters, youthfulness, passing a credit check, a compatible spouse, overseas employment experiences, overseas travel experiences, ethnic origin of the candidate, marital status of the candidate, and gender of the applicant.

When considering new college graduates for employment in your organization, which of the following pre-employment tests are used?

	FREQUENCY OF RESPONSE										TOTAL RESPONSE		TOTAL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
PRE-EMPLOYMENT TESTS													
POLYGRAPH	6	1	.	.	8	1	18	3	622	95	654	100	4.9
I.Q. TEST	8	1	8	1	13	2	19	3	604	93	652	100	4.8
WRITTEN HONESTY TEST	7	1	4	1	15	2	19	3	602	93	647	100	4.9
ABILITY/APTITUDE TEST	47	7	25	4	65	10	39	6	476	73	652	100	4.3

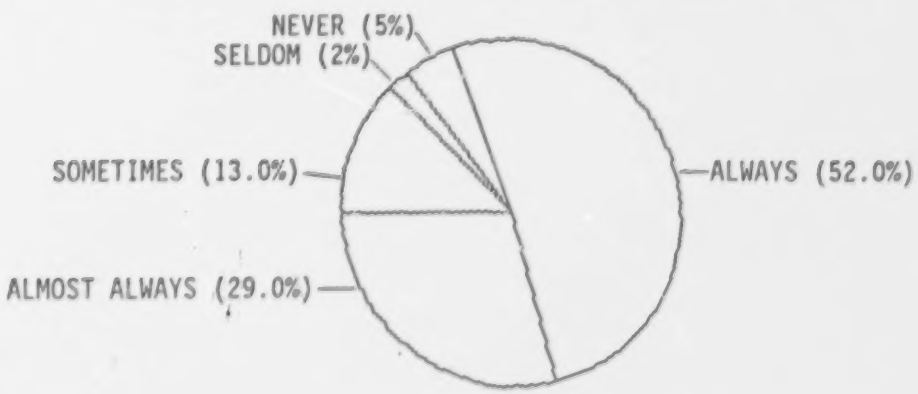
Observations: Surveyed employers report that ability/aptitude tests are "seldom" used by their organizations when considering new college graduates for employment, and the following are generally "never" used: polygraph tests, I.Q. tests, and written honesty tests.

Will your organization hire a new college graduate who admits to smoking cigarettes, cigars, or a pipe as a regular habit on the job?

	FREQUENCY OF RESPONSE										ALL		TOTAL
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HIRE NEW GRADUATES WHO HAVE SMOKING HABITS ON THE JOB	356	52	199	29	89	13	14	2	32	5	690	100	1.8

Observations: Surveyed employers will "always" or "almost always" hire a new college graduate who admits to smoking cigarettes, cigars, or a pipe as a regular habit on the job (81%), but 2% of the respondents will "seldom" hire such individuals, and 5% of the organizations will "never" hire these people.

PROBABILITY OF EMPLOYERS HIRING NEW GRADUATES WHO SMOKE



Does your organization have a "no smoking" policy for employees while working?

	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
.	52	.	.	.
YES	216	216	30.769	30.769
NO	486	702	69.231	100.000

Observations: Of the 702 surveyed employers who responded, 486 (69.2%) do not have a "no smoking" policy for workers, but another 216 (30.8%) of the organizations have established policies regarding smoking in the working environment. As one employer commented, some laboratory situations and field work in remote locations, especially forests, may require no smoking by employees.

Does your organization permit smoking in public areas?

	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
.	45	.	.	.
YES	532	532	75.035	75.035
NO	177	709	24.965	100.000

Observations: Surveyed employers generally permit smoking in public areas (75.0%), but smoking is <u>not</u> permitted in public areas by 25.0% of the employers responding to this survey.

Does your organization offer a "Quit Smoking" program for employees?

	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
.	51	.	.	.
YES	292	292	41.536	41.536
NO	411	703	58.464	100.000

Observations: Many of the surveyed employers (41.5%) offer "Quit Smoking" programs to their current employees. At the present time, 58.5% of the employers do not.

How often are the following factors used as reasons for new college graduates leaving your organization?

	FREQUENCY OF RESPONSE												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
EMPLOYEE RESIGNS BECAUSE OF													
DISSATISFACTION WITH ORGANIZATION	8	1	56	9	386	63	139	23	19	3	608	100	3.2
INABILITY TO CONFORM	3	1	20	3	260	43	261	44	55	9	599	100	3.6
SALARY DID NOT MEET EXPECTATIONS	4	1	48	8	342	56	169	28	43	7	606	100	3.3
PROMOTIONS NOT MET EXPECTATIONS	4	1	47	8	361	60	159	26	34	6	605	100	3.3
JOB TRANSFER OF SPOUSE/PARTNER	10	2	54	9	355	58	148	24	40	7	607	100	3.3
MARRIAGE	2	0	25	4	314	52	208	34	59	10	608	100	3.5
PREGNANCY	.	.	17	3	296	49	227	38	64	11	604	100	3.6
BETTER JOB OFFER	22	4	198	32	328	53	56	9	12	2	616	100	2.7
BETTER JOB LOCATION	14	2	85	14	366	60	121	20	24	4	610	100	3.1
DISSATISFACTION WITH CAREER FIELD	6	1	40	7	327	53	205	33	34	6	612	100	3.4
JOB EXPECTATIONS NOT MET	2	0	56	9	294	48	224	37	33	5	609	100	3.4

Observations: Most often used as reasons by new college graduates leaving organizations, in order of frequency, are: a better job offer, better job location, dissatisfaction with the organization, the job transfer of a spouse/partner, promotions did not meet expectations, salary did not meet expectations, dissatisfaction with the career field, or job expectations were not met. "Seldom" used are marriage, pregnancy, and the inability to conform to the organization's expectations.

How often are the following factors used as reasons for organizations terminating employment of new college graduates?

	FREQUENCY OF RESPONSE												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
ORGANIZATIONAL TERMINATION BECAUSE OF													
POOR JOB PERFORMANCE	61	10	145	24	251	41	138	23	15	2	610	100	2.8
UNABLE TO CONFORM TO ORG. POLICIES	17	3	44	7	237	39	253	42	55	9	606	100	3.5
LACK OF LEADERSHIP SKILLS	2	0	19	3	217	36	276	46	90	15	604	100	3.7
TARDINESS	10	2	35	6	188	31	284	47	92	15	609	100	3.7
ABSENTEEISM	17	3	45	7	204	34	266	44	74	12	606	100	3.6
DRUG-ABUSE	25	4	26	4	84	14	280	48	171	29	586	100	3.9
ALCOHOL CONSUMPTION	13	2	26	4	97	17	292	50	159	27	587	100	4.0
PILFERAGE	61	10	24	4	83	14	259	44	157	27	584	100	3.7

Observations: Used most often by surveyed employers as reasons for terminating employment of new college graduates were the following, in order of frequency: poor job performance, inability to conform to the organization's policies, absenteeism, pilferage, tardiness, lack of leadership skills, drug-abuse, and too much consumption of alcohol.

When considering new college graduates for employment in your organization, how important is each of the following work experiences? Responses are listed for CAREER RELATED WORK EXPERIENCES.

	FREQUENCY OF RESPONSE												
	EXTREMELY HIGH		HIGH		MEDIUM		LOW		NO		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
CAREER-RELATED EXPERIENCE													
INTERNSHIPS	118	18	264	41	186	29	63	10	20	3	651	100	2.4
PART TIME EMPLOYMENT	59	9	231	36	237	36	97	15	26	4	650	100	2.7
SUMMER EMPLOYMENT	65	10	239	37	226	35	93	14	26	4	649	100	2.7
COOPERATIVE EDUC ASSIGNMENTS	105	17	215	34	183	29	95	15	28	4	626	100	2.6

Responses are listed for OTHER WORK EXPERIENCES (NOT CAREER RELATED):

	FREQUENCY OF RESPONSE												
	EXTREMELY HIGH		HIGH		MEDIUM		LOW		NO		ALL		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
OTHER WORK EXPERIENCES													
INTERNSHIPS	22	3	120	19	286	45	161	25	50	8	639	100	3.2
PART TIME EMPLOYMENT	14	2	103	16	293	46	188	29	45	7	643	100	3.2
SUMMER EMPLOYMENT	23	4	102	16	290	45	183	28	48	7	646	100	3.2
CO OPERATIVE EDUC ASSIGNMENT	14	2	117	18	277	43	179	28	54	8	641	100	3.2

Observations: In order of importance, according to surveyed employers, the following career related work experiences have "high" consideration when screening new college graduates for employment: internships. Receiving a rating of "medium" importance were cooperative education assignments, summer employment, and part-time career related employment.

For other work experiences that may not be career related, ratings of "medium" importance were received by internships, summer employment, cooperative education, and part-time employment.

All career related work experiences received higher ratings than other work experiences that are not career related.

In your opinion, what percentage of the positions available for new college graduates in your organization could be filled by a handicapped person?

PERCENTAGE OF POSITIONS AVAILABLE

	POSITION AVAILABLE FOR THE HANDICAPPED																
	0	1-2%	3-4%	5-6%	7-8%	9-10%	11-20%	21-30%	31-40%	41-50%	51-60%	61-70%	71-80%	81-90%	91-100%	ALL	WEIGHTED
	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	MEAN
TYPES																	
BLIND	251	156	18	29	5	34	11	6	2	8	3	5	5	5	4	542	6.0
DEAF	149	145	40	33	9	54	25	11	6	15	3	8	11	7	14	530	11.5
MUTE	212	142	33	25	5	38	15	13	4	7	3	6	10	4	7	524	8.0
PARAPLEGIC	88	127	44	37	11	57	25	13	10	32	14	15	16	15	35	539	20.8
QUADRIPLEGIC	306	116	26	16	5	19	8	5	3	9	1	1	4	4	7	530	5.2

Observations: According to surveyed employers, the following percentages of positions available for new college graduates could be filled by handicapped persons: paraplegic - 20.8%, deaf - 11.5%, mute - 8.0%, blind - 6.0%, and quadriplegic - 5.2%.

Would hiring a handicapper create additional expenses for your organization, and do you perceive handicappers as being less productive than their able-bodied counterparts?

	FREQUENCY OF RESPONSE												
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		ALL		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HANDICAPPERS													
ADDITIONAL EXPENSE	34	6	75	13	252	43	139	24	82	14	582	100	3.3
LESS PRODUCTIVE	6	1	17	3	120	21	219	38	220	38	582	100	4.1

Observations: According to surveyed employers, hiring a handicapper would "sometimes" create additional expenses for an organization. Of the employers responding, 62% reported that hiring a handicapper would create additional expenses for their organizations.

From the perception of surveyed employers, handicappers are "seldom" or "never" less productive than their able-bodied counterparts (76%).

Approximately what percentage of salaried employees in your organization are handicappers? Responses are listed by EMPLOYER CATEGORY.

	% OF HANDICAPPER EMPLOYEES		
EMPLOYER TYPES	N	TOTAL %	MEAN
ACCOUNTING	20	19	0.95
AEROSPACE	10	33	3.30
AGRIBUSINESS	7	11	1.57
AUTOMOTIVE	24	96	4.00
BANKING FIN	29	35	1.21
CHEMICALS	23	115	5.00
COMMUNICATION	3	15	5.00
CONSTRUCTION	14	30	2.14
EDUCATION	98	275	2.81
ELECTR MACH	21	99	4.71
ELECTRONICS	28	79	2.82
RESTAURANTS	27	43	1.59
PACKAGING	5	15	3.00
GOVERNMENT	23	142	6.17
HOSPITALS	15	61	4.07
HOTELS MOTELS	8	13	1.63
MERCHANDISING	21	60	2.86
METALS PRODES	28	66	2.36
MILITARY	4	7	1.75
PETROLEUM	6	21	3.50
PRINTING PUBL	6	19	3.17
UTILITIES	37	105	2.84
RESEARCH	36	112	3.11
SERV VOL ORGS	9	26	2.89
TIRE RUBBER	2	11	5.50
CONGLOMERATES	9	33	3.67
TOTAL	513	1541	3.00

Observations: Approximately 3.0% of salaried employees in surveyed organizations are handicappers, according to employers responding to this survey.

Those employer categories with the highest percentages of handicappers were governmental administration (6.2%); tire and rubber products (5.5%); chemicals, drugs, and allied products (5.0%); communication -radio, TV, and newspapers (5.0%); electrical machinery and equipment (4.7%); hospitals and health services (4.1%); automotive and mechanical equipment (4.0%); diversified conglomerates (3.7%); petroleum and allied products (3.5%); aerospace and components (3.3%); printing, publishing, and informational services (3.2%); research and consulting services (3.1%); and glass, paper, packaging and allied products (3.0%).

Completing the list were service and volunteer organizations (2.9%); merchandising and retail services (2.9%); public utilities including transportation (2.8%); electronics and instruments (2.8%); educational institutions (2.8%); metals and metal products (2.4%); construction and building materials manufacturers (2.1%); military services (1.8%); hotels, motels, resorts and recreational services (1.6%); food, beverage processing, and restaurants (1.6%); agribusiness (1.6%); banking finance and insurance (1.2%); and accounting (1.0%).

When choosing between several job offers, how important, in your opinion, are the following factors to graduating students?

	FREQUENCY OF RESPONSE										TOTAL RESPONSE		TOTAL
	EXTREMELY HIGH		HIGH		MEDIUM		LOW		NO				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
FACTORS TO CHOOSE BETWEEN JOB OFFERS													
REPUTATION OF THE ORGANIZATION	210	31	366	55	84	13	7	1	.	.	667	100	1.8
ADEQUATE BENEFITS HEALTH INSURANCE	85	13	259	39	246	37	64	10	6	1	660	100	2.5
ADEQ. BENF. DENTAL INSURANCE	40	6	173	26	311	48	119	18	10	2	653	100	2.8
DEPENDENT HEALTH INSURANCE	58	9	182	28	254	39	144	22	16	2	654	100	2.8
ADEQ. BENF. RETIREMENT PLAN	40	6	119	18	240	37	230	35	25	4	654	100	3.1
ADEQ. BENF. LIFE INSURANCE	23	4	119	18	283	43	213	33	17	3	655	100	3.1
ADEQ. BENF. DAY CARE FACILITIES	3	0	25	4	164	25	347	53	110	17	649	100	3.8
MATERNITY/PATERNITY LEAVES	18	3	56	9	215	33	309	47	53	8	651	100	3.5
INVESTMENT PROFIT-SHARING	22	3	178	28	237	37	128	20	80	12	645	100	3.1
PAYMENT FOR ADVA DEGREE COURSES	71	11	253	39	225	35	76	12	23	4	648	100	2.6
AVAILABILITY OF GRADUATE SCHOOL	43	7	262	40	247	38	97	15	9	1	658	100	2.6
CHALLENGING WORK ASSIGNMENT	245	37	346	52	64	10	2	0	3	0	660	100	1.7
ABILITY TO DESIGN OWN WORK PROGRAM	23	4	177	27	315	48	127	19	13	2	655	100	2.9
DECISION-MAKING RESPONSIBILITIES	52	8	295	44	278	42	35	5	3	0	663	100	2.5
JOB PROVIDING STATUS AND PRESTIGE	66	10	313	47	239	36	40	6	3	0	661	100	2.4
BEST UTILIZATION OF SKILLS	130	20	382	58	137	21	7	1	1	0	657	100	2.0
OPPORTUNITIES FOR ADVANCEMENT	244	37	322	49	74	11	15	2	1	0	656	100	1.8
PERSONALITY/ABILITY OF SUPERVISOR	79	12	336	51	219	33	26	4	2	0	662	100	2.3
PERSONALITY/ABILITY OF OTHER EMPLOYEE	50	8	281	43	267	41	57	9	4	1	659	100	2.5
TALKING TO PEOPLE WHO HELD POSITION	62	9	223	34	277	42	89	14	7	1	658	100	2.6
COMPETITIVE SALARY	192	29	372	56	87	13	7	1	2	0	660	100	1.9
JOB SECURITY	127	19	342	52	160	24	28	4	2	0	659	100	2.1
ORGANIZATIONAL STRUCTURE	16	2	155	24	341	52	135	21	11	2	658	100	3.0
SIZE OF ORGANIZATION	9	1	155	23	399	60	86	13	12	2	661	100	2.9
PHYSICAL FACILITIES	12	2	161	24	369	56	110	17	6	1	658	100	2.9
PROBLEMS WITHIN THE ORGANIZATION	30	5	166	25	284	43	164	25	11	2	655	100	2.9

(CONTINUED)

Continued . . .

When choosing between several job offers, how important, in your opinion, are the following factors to graduating students?

	FREQUENCY OF RESPONSE										TOTAL RESPONSE		TOTAL
	EXTREMELY HIGH		HIGH		MEDIUM		LOW		NO				
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
FACTORS TO CHOOSE BETWEEN JOB OFFERS													
GEOGRAPHICAL LOCATION OF THE JOB	87	13	336	51	212	32	27	4	.	.	662	100	2.3
NO OF RELOCATIONS REQUIRD BY THE JOB	49	7	216	33	248	38	98	15	44	7	655	100	2.8
SERV/PRODUCTS PRODUCED BY ORG.	64	10	236	36	246	38	71	11	35	5	652	100	2.7

Observations: When choosing between several job offers, graduating students consider the following factors most important, according to surveyed employers: challenging work assignments, reputation of the organization, opportunities for advancement, a competitive salary, full utilization of the graduate's skills, job security, personalities and abilities of supervisors and bosses, geographical location of the job, status and prestige of the job, and decision-making responsibilities of the job.

Of medium importance to graduating students are adequate benefits and health insurance, personalities and abilities of other employees, information gleaned from talking to people who held or are in the position, payment for advanced degree courses, availability of a graduate school nearby, the services and products produced by the organization, adequate dental insurance, dependent health insurance, number of relocations required by the job, size of organization, physical facilities of the organization, problems within the organization, ability to design own work program, organizational structure, an adequate retirement plan, adequate life insurance, benefits of the investment profit-sharing program, and maternity/paternity leaves policies.

Employers responding to this survey believe that adequate day care facilities have "low" or "no" importance to graduating students.

Approximately what percentage of new college graduates hired last year by your organization were married and seeking job search assistance for spouses? Responses are listed by EMPLOYER CATEGORY.

	% OF SEEKING JOB SEARCH ASSISTANCE		
	N	TOTAL %	MEAN
EMPLOYER TYPES			
ACCOUNTING	21	65	3.10
AEROSPACE	14	89	6.36
AGRIBUSINESS	8	7	0.88
AUTOMOTIVE	21	45	2.14
BANKING FIN	40	154	3.85
CHEMICALS	26	160	6.15
COMMUNICATION	4	7	1.75
CONSTRUCTION	16	44	2.75
EDUCATION	96	870	9.06
ELECTR MACH	23	154	6.70
ELECTRONICS	35	221	6.31
RESTAURANTS	26	273	10.50
PACKAGING	8	112	14.00
GOVERNMENT	20	133	6.65
HOSPITALS	14	67	4.79
HOTELS MOTELS	9	21	2.33
MERCHANDISING	22	91	4.14
METALS PRODES	26	132	5.08
MILITARY	4	21	5.25
PETROLEUM	8	16	2.00
PRINTING PUBL	5	12	2.40
UTILITIES	44	108	2.45
RESEARCH	33	189	5.73
SERV VOL ORGS	7	12	1.71
TIRE RUBBER	4	10	2.50
CONGLOMERATES	12	44	3.67
TOTAL	546	3057	5.60

Observations: Approximately 5.6% of the new college graduates hired last year by surveyed employers were married and seeking job search assistance for spouses.

Employer categories with the highest percentages of new graduates seeking assistance for their spouses were glass, paper, packaging and allied products (14.0%); food, beverage processing, and restaurants (10.5%); educational institutions (9.1%); electrical machinery and equipment (6.7%); governmental administration (6.7%); aerospace and components (6.4%); electronics and instruments (6.3%); chemicals, drugs, and allied products (6.2%); research and consulting services (5.7%); military services (5.3%); metals and metal products (5.1%); hospitals and health services (4.8%); and merchandising and retail services (4.1%).

Continuing the list were banking, finance, and insurance (3.9%); diversified conglomerates (3.7%); accounting (3.1%); construction and building materials manufacturers (2.8%); tire and rubber products (2.5%); public utilities including transportation (2.5%); printing, publishing, and informational services (2.4%); hotels, motels, resorts and recreational services (2.3%); automotive and mechanical equipment (2.1%); petroleum and allied products (2.0%); communication-radio, TV, and newspapers (1.8%); service and volunteer organizations (1.7%); and agribusiness (0.9%).

On the average, how often are new college graduates transferred to new locations within your organization during the first five years of employment? Responses are listed by EMPLOYER CATEGORY.

	HOW OFTEN TRANSFERRED		
	N	TOTAL CHANGE	MEAN
...EMPLOYER TYPES...			
ACCOUNTING	24	1	0.04
AEROSPACE	16	9	0.56
AGRIBUSINESS	9	10	1.11
AUTOMOTIVE	32	22	0.69
BANKING FIN	44	23	0.52
CHEMICALS	30	13	0.43
COMMUNICATION	2	0	0.00
CONSTRUCTION	18	9	0.50
EDUCATION	115	30	0.26
ELECTR MACH	27	11	0.41
ELECTRONICS	40	13	0.32
RESTAURANTS	29	49	1.69
PACKAGING	8	6	0.75
GOVERNMENT	24	17	0.71
HOSPITALS	17	7	0.41
HOTELS MOTELS	9	6	0.67
MERCHANDISING	29	28	0.97
METALS PRODES	29	22	0.76
MILITARY	6	4	0.67
PETROLEUM	14	9	0.64
PRINTING PUBL	7	4	0.57
UTILITIES	53	36	0.68
RESEARCH	41	21	0.51
SERV VOL ORGS	8	14	1.75
TIRE RUBBER	3	1	0.33
CONGLOMERATES	15	11	0.73
TOTAL	649	376	0.58

Observations: According to surveyed employers, new college graduates can expect to be transferred one time (.58) during the first five years they are employed with these organizations.

Employers expecting the largest numbers of transfers included service and volunteer organizations (1.75%); food, beverage processing, and restaurants (1.69%); agribusiness (1.11%); merchandising and retail services (0.97%); metals and metal products (0.76%); glass, paper, packaging and allied products (0.75%); diversified conglomerates (0.73%); governmental administration (0.71%); automotive and mechanical equipment (0.69%); public utilities including transportation (0.68%); military services (0.67%); hotels, motels, resorts and recreational services (0.67%); petroleum and allied products 0.64%); printing, publishing, and informational services 0.57%); aerospace and components (0.56%); banking, finance, and insurance (0.52%); research and consulting services (0.51%); and construction and building materials manufacturers (0.5%).

Employers expecting the fewest numbers of transfers included chemicals, drugs, and allied products (0.43%); hospitals and health services (0.41%); electrical machinery and equipment (0.41%); tire and rubber products (0.33%); electronics and instruments (0.32%); educational institutions (0.26%); accounting (0.04%); and communication-radio, TV, and newspapers (0.0%).

Which alternative work options are available to employees in your organization?

	FREQUENCY OF RESPONSE														
	ALWAYS		ALMOST ALWAYS		SOMETIMES		SELDOM		NEVER		IN THE FUTURE		TOTAL RESPONSE		TOTAL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
ALTERNATIVE WORK OPTIONS															
FLEXTIME	33	5	62	9	169	25	147	22	218	33	37	6	666	100	3.7
PART-TIME PROFESSIONAL DEVELOPMENT	11	2	22	3	169	26	218	33	215	33	23	3	658	100	3.9
JOB SHARING	6	1	6	1	83	13	119	18	384	58	62	9	660	100	4.4
WORK AT HOME OPTIONS	1	0	4	1	44	7	148	22	431	66	30	5	658	100	4.6
EXTENDED MATERNITY/PATERNITY LEAVES	76	12	59	9	193	30	185	28	110	17	31	5	654	100	3.4
EDUCATIONAL LEAVES	50	8	79	12	221	33	168	25	127	19	19	3	663	100	3.4
LEAVES FOR VOLUNTEER ACTIVITIES	10	2	20	3	138	21	250	38	226	34	15	2	659	100	4.0

Observations: Among surveyed employers, the following alternative work options are "sometimes" available to employees: extended maternity/paternity leaves and educational leaves.

"Seldom" available are flextime, part-time professional development, leaves for extended community volunteer activities. Almost never available among most surveyed employers is the work-at-home option, although 49 of 658 employers indicated that their organizations offered this option.

Approximately what percentage of salaried employees (excluding clerical) in your organization are in job sharing positions? Responses are listed by EMPLOYER CATEGORY.

	% OF JOB SHARING EMPLOYEES		
	N	TOTAL %	MEAN
EMPLOYER TYPES			
ACCOUNTING	24	1	0.04
AEROSPACE	16	6	0.38
AGRIBUSINESS	8	5	0.63
AUTOMOTIVE	29	0	0.00
BANKING FIN	40	12	0.30
CHEMICALS	30	14	0.47
COMMUNICATION	2	0	0.00
CONSTRUCTION	18	2	0.11
EDUCATION	117	169	1.44
ELECTR MACH	24	19	0.79
ELECTRONICS	37	2	0.05
RESTAURANTS	30	23	0.77
PACKAGING	7	1	0.14
GOVERNMENT	22	11	0.50
HOSPITALS	18	41	2.28
HOTELS MOTELS	9	2	0.22
MERCHANDISING	26	7	0.27
METALS PRODES	31	9	0.29
MILITARY	6	0	0.00
PETROLEUM	13	5	0.38
PRINTING PUBL	7	1	0.14
UTILITIES	54	19	0.35
RESEARCH	40	9	0.22
SERV VOL ORGS	9	26	2.89
TIRE RUBBER	4	0	0.00
CONGLOMERATES	13	6	0.46
TOTAL	634	390	0.62

Observations: Surveyed employers reported that approximately 0.6% of their salaried employees (excluding clerical staff) were in job sharing positions.

Employer categories with the highest percentages of job sharing employees were service and volunteer organizations (2.89%); hospitals and health services (2.28%); educational institutions (1.44%); electrical machinery and equipment (0.79%); food, beverage processing, and restaurants (0.77%); agribusiness (0.63%); and governmental administration (0.5%).

Percentages in other employer categories include chemicals, drugs, and allied products (0.47%); diversified conglomerates (0.46%); aerospace and components (0.38%); petroleum and allied products (0.38%); public utilities including transportation (0.35%); banking finance and insurance (0.3%); metals and metal products (0.29%); merchandising and retail services (0.27%); hotels, motels, resorts and recreational services (0.22%); research and consulting services (0.22%); printing, publishing, and informational services (0.14%); glass, paper, packaging and allied products (0.14%); construction and building materials manufacturers (0.11%); electronics and instruments (0.05%); accounting (0.04%); automotive and mechanical equipment (0.0%); military services (0.0%); tire and rubber products (0.0%); and communication-radio, TV, and newspapers (0.0).

With the increased exposure to toxic chemicals and other health related materials, what importance do you think new college graduates are placing on the following?

	FREQUENCY OF RESPONSE												
	EXTREMELY HIGH		HIGH		MEDIUM		LOW		NO		ALL		TOT-AL
	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	N	PCTN	MEAN
HEALTH RELATED MATERIALS													
HIGH RISK PAY	42	7	137	24	189	33	135	24	71	12	574	100	3.1
HAZARDOUS DUTY BENEFITS	45	8	143	25	183	32	126	22	76	13	573	100	3.1
MEDICAL INSURANCE	127	22	222	39	147	26	56	10	24	4	576	100	2.4
RADIATION MONITORING	87	15	145	25	147	26	123	22	70	12	572	100	2.9
SAFETY CHECKS	94	16	180	31	155	27	106	18	40	7	575	100	2.7
EDUCATION ON TOXIC SUBSTANCES	67	12	180	32	148	26	131	23	44	8	570	100	2.8
ORGANIZATION.S LOCATION	55	10	182	32	199	35	97	17	39	7	572	100	2.8
ORG.S POLICIES ON TOXIC SUBST.	95	17	158	28	154	27	113	20	50	9	570	100	2.8

Observations: In the opinions of surveyed employers, medical insurance is given "high" importance by new college graduates who are exposed to toxic chemicals and other health related materials. Over 61% of the employers responding to this survey thought medical insurance was either "extremely high" or "high" in importance to graduating students.

Of "medium" importance to graduating students are safety checks, education on toxic substances, the organization's location relative to toxic chemical and potential radiation hazards, the organization's policies on toxic substances, radiation monitoring, hazardous duty benefits, and high risk pay.

MISCELLANEOUS EMPLOYER COMMENTS

What can colleges and universities do to improve their services to employers seeking new college graduates? Employers were encouraged to make comments and return them with their questionnaires. The following recommendations were received.

According to one surveyed employer, placement offices could facilitate the interaction between themselves and employers by implementing standardization in two areas: standardized data sheets and standardized resume formats.

STANDARDIZED DATA SHEETS

Despite earlier efforts by the College Placement Council (CPC), employers are still faced with as many different data sheets as schools they visit. Standardization would improve an employer's efficiency and reduce the errors received by placement offices. It is this employer's hypothesis that the large number of errors is a function of the multitude of forms which employers must complete. If one form was used, the form could be placed on a word processor and transmitted electronically. While electronic transmission might be a little bit too much to expect in 1986, it could be accomplished within the next few years since the necessary technology already exists.

STANDARDIZED RESUME FORMATS

Contrary to the popular myth perpetrated by well-meaning but misinformed counselors and guidance professionals, highly individualized or stylized resumes tend to receive less attention. Furthermore, as employers become more and more computerized, the "individuality" of any one candidate will be blurred by the standardization implicit in computer generated profiles. While this may be sad news to some, it will be a reality for more and more employers as they move into the 1990's.

IMPROVED COMMUNICATION (between employers, graduating students, faculty, and placement personnel)

Lines of communication with prospective employers should be two-way and maintained to their maximum potential, according to another response. For instance, employer and college advisory councils should include college and university faculty and staff, personnel administrators, school administrators, and business executives.

Placement offices should provide better means of advertising an organization's presence on campus beyond typical job postings and also provide better pre-visit publicity.

Calendar of events should be published and include such items as term breaks, holiday breaks, major social events, and graduation dates.

Faculty and staff contact lists should be distributed and included names, addresses, and telephone numbers of department chairpersons and other contact persons in each curriculum and a convenient time to contact them.

An "open house" was another idea that might be helpful to employers who will be recruiting on campuses, especially those visiting a college or university for the first time. This program might be held in the summer to introduce recruiters to the campus and staff available to help them.

BETTER CAREER COUNSELING

Comments from another employer included the recommendation that colleges and universities provide all students with the best and most detailed information possible about employment prospects and the outlook for their chosen career fields. In the words of this employer, this would be a valuable service both to students and future generations.

For liberal arts graduates, one employer stressed the importance of thinking about possible careers, business courses, computer science courses, and career related work experiences early in their college careers. Liberal arts majors need to offer something more than "good communication skills" and "good analytical skills."

BETTER PREPARATION FOR INTERVIEWING

One surveyed employer wrote with amazement that placement offices often seemed disorganized and unprepared for the interviewer's arrival. After witnessing such activities, this employer wondered how much attention the students on those campuses were receiving. He continued, saying that without students, placement offices have no reason for being, and interviewers have no one to recruit. Therefore, he said, it is essential that students' needs be addressed by placement offices. By offering written information and personal counseling sessions, placement offices will inform students about the countless opportunities that await them and, more importantly, help them feel well-prepared - personally, academically, and professionally, for careers they select.

Graduating students should understand that an excellent grade point average and outstanding technical skills are often useless, unless they can communicate their capabilities to other people.

Another employer reported that the most frustrating experience a recruiter can have is that interviewing candidates who know nothing about the interviewer's organization. He noted, students only need to take fifteen minutes to prepare.

Another noted that employer literature should be readily available for prospective job candidates to become up-to-date on an organization.

Enactment of tougher policies on interview "no shows" was suggested by another.

A LIST OF SUCCESSFUL PRERECRUITMENT ACTIVITIES

One employer, suggested that a compendium of successful prerecruitment activities with recommendations regarding facilities, time-frames, etc. would be helpful. It seems that some universities provide this service already, and it is very useful.

MORE REAL WORLD EXPERIENCES

As a recommendation from one recruiter, employers might be allowed to participate in classroom lectures, so students can see the real world as it is today.

As another employer stated the problem, new college graduates are often very unrealistic about entry level salaries and job expectations. In his words, an entry level position is an opportunity for the individual to prove his or her worth to the employer. Generally, entry level personnel do not make company policy decisions, much less criticize them. In the opinion of this employer, some of the attitude problems may develop from the nature of upper-level management courses. As examples, simulated exercises in high-level decision-making and development of complete marketing plans may encourage students to expect too much responsibility too soon.

New college graduates are also unrealistic about the nature of a work week. There is, of course, the official work day, which should be strictly observed, and there is the expectation. Some overtime and some work on Saturdays might be the norm. Especially in retailing, weekend work is required.

BETTER PRESCREENING SERVICES

Better candidate pre-screening services should be provided by placement offices, according to another recruiter. As one example, a publication with numbers of graduates expected for each academic major and degree level could be issued.

Employers should also be kept informed with names and mini-profiles of qualified individuals who could fill possible positions within the job market. At some institutions, these lists of graduates or resume books are available for nominal fees.

Among these recommendations are some very good ones. Placement directors should take note.

EMPLOYERS RESPONDING TO THE 1986-87 SURVEY

-A-

A T Kearney Inc
Acme Electric Corp
Aerojet General Corp
Aetna Life & Casualty
Ail Corporation Division Eaton
Alabama Power Co
Alberto Culver Co
Alcan Aluminum Corp
Alexander Hamilton Life Ins Co
Allegan General Hospital
Allen & O'Hara Inc
Allen Bradley Co
Allied Automotive
Allied Automotive-Autolite Div
Allied Automotive Bendix Chas & Brake
Allied Bendix Aerospace
Almont Community Schools
Alpena-Mont-Alcona Int Schl Dist
American Appraisal
American Cyanamid Co
American Electric Power
American Express Co
American Fletcher National Bank
American Grad School of Intl Mgmt
American Management System Inc
American Motors Corp
American National Bank
American Sterilizer Co
Americana Hotels
Amerisure Insurance Co
Ames Laboratory
AMOCO Products Co
Amstar Corp
Anchor Hocking Corp
Anderson Clayton FDS
Anheuser Busch Inc
Ann Arbor Public Schools
Apple Computer
Appleton Area School District
Applicon
Applied Physic Lab
Aqua-Chem Inc
Arby's Const/Equip
Arch Bishop Bergan
Archer Daniels Co
Archway Cookies
Argonne National Lab
Arinc Research Corp
Arizona Public Services
Armco Inc
Armstrong Rubber
Armstrong World Industries Inc
Artesian Industries
Arthur Andersen & Co
Arthur Young & Co
Ashland Oil Inc
Aurora East District 131
Aurora Public Schools

-B-

B F Goodrich Co
Babcock & Wilcox
Badger Engineers Inc
Baltimore Gas & Elec
Bank of Lansing
BASF Corp Fibers Division
BASF Wyandotte Corp
Battelle Columbus LB
Battelle Corporation
Bay Street Restaurant
BDM Corporation
Beatrice Grocery Group
Bechtel Corporation
Beech Aircraft
Bekeley School District
Belk Stores Service
Bell Communication Research
Bell of Pennsylvania
Beneficial Center
Benton Harbor Area Schools
Berkel & Company Advertising
Billings Public Schools
Birmingham School District
Bishop Buffets Inc
Black & Veatch Inc
Bloom Engineering Co
Bloomfield Hills Schools
Bloomingdale's
Boeing Company
Boise Cascade Corp
Bonne Bell
Booker Associates Inc
Bottineau Public Schools
Boy Scouts of America
Broward County School Board
Brown Printing Company
Buena Vista Schools
Bullitt County School District
Bultynck & Co
Burgess & Niple Limited
Burke Marketing Services

Burlington School District 15
Burroughs Corporation

-C-

C E Lummus
C F Industries Inc
C P Rail
Cablevision System Development
Cahill-Stone Inc
Cal Poly Foundation
Calreco Inc
Cambell Ewald Company
Carnation Company
Carnegie Mellon University
Caro Mental Health Center
Carolina Telephone Co
Carstab Corporation
Casa Del Rey Restaurant
Caterpillar Tractor
Catholic Social Serv Michigan
CBS Technology Center
Cedars Sinai Medical Center
Celanese Corp
Central Trust Co
Cessna
Chaffy High School District
Champion International
Charleston County School District
Chattanooga Public Schools
Checker Simon Rosner
Chemineer Inc
Cherry-Burrel
Chevron Corporation
Chicago & Northwest Transit
Chittenden School District
Christina School District
Chrysler Corporation
Cinci Milicron Heald
Cirtek Corporation
Citicorp Savings
Colorado Interstate Gas
Columbia Gas District
Commerce Federal Savings
Commodore Semiconductor
Commonwealth Edison
Comptroller of Currency
Compuserve Inc
Comsat Laboratories
Comshare Inc
Comten Inc
Congregation Kehill Israel
Conoco Inc
Consolidated Gas
Consumers Power Co
Container Sales Corp
Continental Grain Co
Continental Illinois Natl Bank
Control Data Corp
Cook Family Foods
Cooper Industries
Cooper Industries Inc (IL)
Cooper Industries Inc (TX)
Coopers & Lybrand
Corduroy Rubber Co
Cosmair Inc
Cozad City Schools
Cray Research Corp
Croswell Lex Community Schools
CRS Sirrine
Center for Disease Control
CTS of Elkhart Inc
Cubic Corporation
Cummins Engine Co
Customized Transit Inc

-D-

Dade County Public Schools
Dallas Police Department
Data General Corp
Davidson Community Schools
Deere & Co
Defense Communications Agency
Defense Contract Audit Agency
Dekalb General Hospital
Dekalb-Pfizer Genetics
Delmarva Power & Light
Deluxe Check Pr Inc
Denver Public Schools
Dept of Hawaii
Deroyal Industries
Detroit Plaza Hotel
Devlieg Machine Co
Dole Packaged Foods
Donaldson Co Inc
Donnelley Mirrors
Dow Corning Corp
Duluth Independent Schl Dist 709
Duquesne Light Co

-E-

E Grand Rapids Public Schools
E I Dupont De Nemour
E Lansing Public Schools
E-Systems-Eci Div

Eua Claire School District
Abasco Services
Edsel & Eleanor Ford House
Electric Apparatus Co
Eli Lilly
Employers Insurance of Texas
Employers Mutual Cos
Environmental Research Inst
Equibank
Equitable Financial
Ernst & Whinney
Escambi School Board
ETA Data Systems Inc
Evansville-Vanderburgh Schools
Excel Corporation

-F-

Fairchild Industries
Farmington Public Schools
Federal Reserve System
Federal Highway Administration
Federal Mogul Corp
First Interstate Bank-Oregon
First Federal of Michigan
First National Bank-Atlanta
First National Bank-Cincinnati
First of America
First Union Corp
Flint Public Library
Fluor Engineers Inc
Foleys Dept Stores
Ford Aerospace & Com
Ford Elec & Refrigeration
Ford Motor Car/Truck
Ford Motor Co
Formation Inc
Forsyth Memorial Hospital
Fort Bragg Schools
Foster Forbes Class
Foster Swift Collins
Frederick County Schl Dist
Frito-Lay Inc
Fruehauf Corp
Ft Bend Independent School Dist
Furnas Electric Co

-G-

Gard Div Chamberlain
GE-Lighting Business Group
General Motors--B-O-C div
General Motors Delco
General Telephone Co of Illinois
General Electric Co
General Mills Inc
General Telephone Co of Florida
Geological Survey
George A Hormel & Co
Georgetown City School District
Georgetown University
Georgia-Pacific Corp
Giddings & Lewis Inc
Gilbert Commonwealth
Gilbert Robinson Inc
Goldsmiths
Golva Public Schools
Good Samaritan Medical Center
Goodyear Atomic Corp
Goodyear Tire & Rubber
Goulds Pumps Inc
GPU Nuclear Corp
Grand Ledge Public Schools
Granite Construction Co
Granite School District
Great Lakes Jr College
Greene City School System
Greenville Memorial Hospital
Grosse Pointe Public Schools
GTE

-H-

H P Hood Inc
Hallmark Cards
Hamilton Township Public Schools
Harpenau Hotels
Harris Corp
Harris Trust & Savings Bank
Hartford Public Schools
Havi Corp
Hendrix & Dail Inc
Herman & Maclean PC
Hitachi Magnetics
Holiday Corporation
Honda of America
Hoover Co
Horace Mann
Hospital Dietary Service
Houston Independent School Dist
Howmet Corp
HRB Singer Inc
HRC
Hunt Petroleum Corp
Hurley Medical Center
Hygrade Food Production

-I-

IBM Corp
Illinois Dept Transportation
Illinois Farm Bureau
Independent School District 281
Indiana Dept Natural Resources
Indiana Farm Bureau
Indianapolis Power & Light
Industrial Risk Insurers
Information International
Ingersoll-Rand Co
Institute Paralegal Training
Intel Corp
Intl Minerals & Chem Corp
Iowa Department of Public Safety
ITT Corp

-J-

J Byrons Dept Store
J L Hudson Co
J P Stevens & Co
J Walter Thompson Co
Jackson Co Coop Extension
Jackson Public Schools
Jacobson Stores Inc
Jenison Public Schools
Jervis B Webb Co
Johnson & Johnson
Johnson Controls Inc
Johnsville Sausage
Jordan Marsh-New England

-K-

Kansas City Public Schools
Kansas City Power & Light
Kansas Div of Pers Serv
Kaufmann's Dept Store
Kayser-Roth Hosiery
KCL Corporation
Keithley Instruments
Kellogg Co
Kentucky Power Co
Kern High School District
Kingston City Schools
Knox County Schools
Kobacker Company
Koch Industries
Koch Refining
Kohls Dept Stores
Kraft Inc
Kurt Salmon Assoc

-L-

Laclede Gas Co
Lake Forest School District 67
Lakeland Community College
Lakeshore Technical Inst
Lakeview School District
Lakewood Pub Schools
Lansing Community College
Lansing General Hospital
Lansing Tri-County Reg
Lapeer Fabricators
Las Cruces School District
Laurence Mohn-John Hancock Ins
Laventhol & Horwath
Lewiston City School District
Libbey Owens Ford Co
Liberty Mutual Insur Co
Lincoln Electric Co
Lionel Trains Inc
Livingston Co Soil Conser Serv
Lockheed Missiles
Loma Linda University Medical Ctr
London Industries
Long Beach USD
Lord Corp
Los Angeles City School District
Lubrizol Corp
Lukens Steel Co
Lutron

-M-

Maas Brothers
Maccabees Mutual Life
Mackinac Hotel
Madison Metro School District
Magnavox Advanc Prod
Mainstreet
Management Information
Maner Costerisan Ellis
Manufac Natl Bank Detroit
Marblehead Lime Co
Markem Corp
Marsh Products
Marshall Fields
Masonite Corp
Maytag Co
McAllen Independent School
McDermott Inc
McDonalds Plaza
McLouth Steel Corp
Mead Corp
Mech Technology Inc

Mellon Bank
Memphis City Schools
Menasha Corp
Mennonite Central Committee
Menominee Public Schools
Merck & Co Inc
Metcalf & Eddy
Metro Edison Co
Metropolitan Life Insurance
Michigan Capital Girl Scouts
Michigan Dept of Natural Resources
Michigan Dept of State Police
Michigan Dept of Transportation
Michigan Gas Utilities
Michigan National Bank
Michigan Office of Audit
Michigan Baptist Homes Inc
Midland Public Schools
Miles Laboratories
Milford Public Schools
Millard Public Schools
Miller Heating & Air Conditioning
Millhouse & Holaly
Milprint Inc
Milwaukee City of
Minnesota Mutual Life
Minnesota Minning Manufacturing
Minnesota Power
Missouri Highway & Transportation
Mobay Chemical Corp
Mobile Oil
Mobile County Public Schools
Mobile County Health Dept
Monroe City of
Monsanto
Moore Products Co
Morton Salt Co
Morton Thiokol Inc
Motor Wheel Corp
Mountain Bell Telephone
Mountain Fuel
MSU Comm Early Child
Muskegon Public Schools

-N-

N W Ayer Inc
Nabisco Brands Inc
Natick Public Schools
National Bank of Detroit
National Blvd Bank Chicago
National City Bank
National Financial Services
National Life Insurance Co
Natl Federation of Fed Empl
Navistar International
NCR Corp Engr & Manu
Needham Public Schools
New Departure Hyatt
New England Electric
New York State Transportation
Newaygo High Schools
Niagra Mohawk Power Co
Nippondenso Manufacture
Norfolk Public Schools
Norfolk Southern
North American Life & Health
Northeast Missouri Univ
Norhern Illinois Gas
Northern Indiana Public Services
Northern Telecom Inc
Northern Trust Co
Northrop Corp
Northrup King
Noxell Corp

-O-

Oak Park School District
Oakland Unified School District
Official Airline Guide
Ohio Edison Co
Ohio Power Co
Olofsson Corp
Omark Industries
Ortho Pharmaceutical
Oscar Mayer
Osco Drug Inc
Osseo Independent Schl Dist 279
Otsego Public Schools
Owens Corning
Owosso Public Schools

-P-

Pennsylvania State Civil Service
Pacific Northwest Bell
Par Govt Systems Corp
Paradyne Corp
Parker Chemical Co
Parker Unified School District 27
Parker Wittus
Pascagoula School District
Peat Marwick Mitchell
Penn Civil Service Comm
Penn Power Light Co
Penn State Univ

Pennsylvania Elec Co
Pennzoil Company
Peoples Gas Light Co
Pepsi-Cola Co
Peterson & Co
Petoskey Public Schools
Philadelphia Electric
Phooenix Mutual
Phoenix Union High Schl Dist
Pickands Mather & Co
Pillsbury Co
PIRG
Pizza Hut
Plante & Moran
Pontiac School District
Pope & Talbot Wi Inc
PPG Industries Inc
Pratt & Whitney Airc
Prentice Hall
Presto Products
Price Waterhouse
Prime Metals
Prince Georges County Schools
Principal Financial Group
Procter & Gamble
Professional Serv Industry
Progressive Corp
Progressive Stamping
Public Serv Electric & Gas
Public Serv of Colorado
Public Serv of New Hampshire
Public Serv of Oklahoma

-Q-

Quincy Stamping & MA

-R-

R H C & Assoc
Radian Corp
Ralph M Parsons Co
Rand Corp
Rapid City Area Schools
RCA
Red Clay Consolidated Schools
Red Lobster Inns
Reilly Tar & Chemical
Republic Bank
Reynolds Metal Co
Richman Gordman Store
Rich's
River Valley Schools
Riverside Research Inst
Robbins & Myers Inc
Robert Morris College
Rochester Community Schools
Rochester Telephone
Rocket Research Co
Rockwell International
Rogers Corp
Roger's Nursery North
Rohm & Haas Co
Ruby Tuesday Inc
Ryan Homes Inc

-S-

S C School For Deaf
S G Carlton & Co
Saginaw Public Schools
Saks Fifth Avenue
Salary and Staffing Services
Salt River Project
San Diego City Schools
San Diego Gas & Electric
San Diego Personnel Dept
Sandia National Labs
Sandoz Crop Protection
Sangamo Weston Inc.
Santa Ana USD
Santa Fe School Dist
Saudi American Bank
Schaberg Lumber
Schippers Kintner Rd
Schlumberger Ltd
Science Applications
Scientific Atlanta
Scranton School District
Sealed Air Corp
Seidman & Seidman
Seismograph Serv Corp
Shaker Hts City Schools
Shawmut Corp
Shell Companies
Shorewood School Disrict
Siemens-Allis Inc
Simpson Industry Inc
Singer-Kearfott Div
Sky Chefs Inc
Smith Hinchman and Gry
Smithsonian Institute
Snap-On-Tools
South Redford Schools
Southeastern Mi Gas
Southern Bell T & T
Southern Natural Gas

Southern New England Tele
Southern Railway
Southern Research Institute
Southwest Research Institute
Southwire Company
Southwestern Public Service
Sperry Corp
Sperry New Holland
Sperry Systems Management Group
Spiegel Inc
St Johns Home
St Johns Hospital
St Mary's Hospital
St Paul Public Schools
Staff Builders
Stalker Corp
Standard Oil Co
Stanford University
Stanley Consultants
Stanley Works
Steelcase Inc
Stepan Company
Sterling Savings/Loan
Sterling Winthrop
Stewart-Warner Corp
Stouffer Hotels
Stouffer Restaurant Co
Straka Jarackas & Co
Sunstrand Advanced Tech
Supplemental Staffing
Syracuse Research Co
Syska & Hennessy Inc

-T-

Tandy Corp/Radio Shack
Teledyne Cae
Teledyne Cont Motors
Televideo Systems
Telex Computer Products
Tennessee Dept of Trans
Tennessee Valley Authority
Terra International
Terratron Inc
Texas Instruments
The Flexible Corp
The Higbee Company
Thomas & Betts Corp
Timken Co
Topeka Shawnee D-501
Torrington Co
Touche Ross & Co
Tracor Aerospace
Trane Company
Troy Design Inc
Tullahoma City School District
The Turner Corporation
Tyler Refrigeration

-U-

UOP Inc
UNC Nuclear Ind
Union Electric
Union Oil of California
Union Texas Petro Co
Uniroyal Inc
United Illuminating
United Tech Pratt
United Telephone Systems
Univ of Arizona
Univ of Oklahoma
Univac Data Processing Div
Universal Forest Products
Universal Steel-Michigan
University Community
University Hospital
Unocal
US Air Force Personnel Office
US Army Club Managmt
US Dept of Agriculture
US Dept of Defense
US Dept of HUD
US Dept of Justice
US Dept of Navy
US General Accounting Office
US Marine Corps
US Naval Avionic
US Naval Weapons Systems
US Office Inspector General
US Peace Corps
US Small Business Admin
US Social Security
USAF Recruiting Office
USG Corporation

-V-

Valley National Bank
Valmont Industry
Venture Stores
Veterans Admin Center of
Viking Pump Houdaille
Virginia Commonwealth Univ
Virginia Dept Trans
Virginia Power
Vitro Corp

Volkswagen of America
Vought Corp/LTV Co

-W-

W Branch Rose City Schools
Wal Pak
Warren Consolidated Schools
Washington Personnel
Waterford School District
Watertown-Mayer School District
Waukegan Comm USD 60
Weber County School District
Westinghouse Furnace Systems
Weyerhaeuser Co
Wickes Lumber Co
Wilcox Electric Inc
Wisconsin Electric Power
Wyandotte Public Schools

-X-

Xerox

-Y-

Yeo & Yeo
Yoplait USA
Yorr International Corp

-Z-

Zale Corp
Zenith Electric Corp

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